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MERTON C. ROBBINS, JR.
*Representative*
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*9 E. 38th St.*

H. J. HOOLE
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*Peoples Gas Bldg.*

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*714 West 10th St.*

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# the American Perfumer and ESSENTIAL OIL REVIEW

*COSMETICS · SOAPS · FLAVORS*

EST. 1906

WILLIAM LAMBERT
*Editor*

MAISON G. DE NAVARRE, PH.C., B.S.
*Technical Editor*

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# Cyclamal

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*For Floral Perfumes*
*(Lily of the Valley, Lilac, etc.)*

A single chemical having the Properties most desired by the perfumer.

**Great Strength**

(5 times stronger than Hydroxy Citronellal with which it blends well.)
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**Ionone 100% Verona**
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**Alpha Amyl Cinnamic Aldehyde Verona**

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## AROMATICS DIVISION
## GENERAL DRUG COMPANY

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9 S. Clinton St., Chicago, Ill.
Transportation Bldg., Los Angeles, Cal.
907 Elliott St. West, Windsor, Ontario

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# RECENT LEGAL DECISIONS

### Registration of "Early American" Refused

The Illinois Watch Case Co. filed an opposition in the United States Patent Office, opposing the registration of the trade-mark "Early American" of Shulton, Inc., upon the ground that it is confusingly similar to the trade-mark "Elgin American." The Examiner of Interferences, before whom this opposition was first argued, held that the marks when considered as a whole are similar in appearance and sound and that there is at least a reasonable doubt that the concurrent use of these marks in trade upon the goods named would be likely to cause confusion and that such doubt must be resolved against Shulton, Inc., the newcomer.

From this decision Schulton, Inc., appealed to the Commissioner of Patents who held that the two words "Early American" have a definite and well established meaning, entirely different from any meaning suggested by either of the two words alone and would be understood immediately and commonly to refer to the early American colonial times in American history. The Commissioner of Patents further held that it is not likely that the expression "Early American" would be considered as designating, or even suggesting, any present geographical locality, and that the words "Elgin American" would be commonly recognized as having geographical significance. The Commissioner of Patents further noted that the exhibits of Shulton, Inc., of its advertising matter, and packages of goods, stress the use of the words "Early American" as referring to the early era of American colonial history and to bring to mind romance, glamour and atmosphere of those days. The Commissioner of Patents further held that no confusion is likely to result from the concurrent use of the two marks in question, even though the goods upon which the marks are used possess the same descriptive properties.

From this decision the Illinois Watch Case Co. appealed to the United States Court of Customs and Patent Appeals. The United States Court of Customs and Patent Appeals by three-to-two vote reversed the decision of the Commissioner of Patents, and has refused registration of the trade-mark "Early American" of Shulton, Inc., upon the ground that it is likely to cause confusion with the trade-mark "Elgin American" of Illinois Watch Case Co. "in the sense that the registration statute was intended to prevent."

The decision of the majority court is based solely upon a stated similarity in sound and appearance of the two marks and stated that "Certainly there is a grave doubt on the question and, as did the Examiner of Interferences, we think the familiar rule that the doubt should be resolved against the newcomer should be applied."

From this decision the presiding judge and Judge Jackson dissented, holding that the mark "Early American" has a definite and well established meaning which is entirely different from any meaning that can be suggested by either of the two component words alone," that the mark is not suggestive of a geographical locality but rather of an era in the distant past of American life and customs, which significance is supported by the advertising matter and pictures upon the packages of Shulton, Inc., and that no likelihood of confusion is found between the marks.

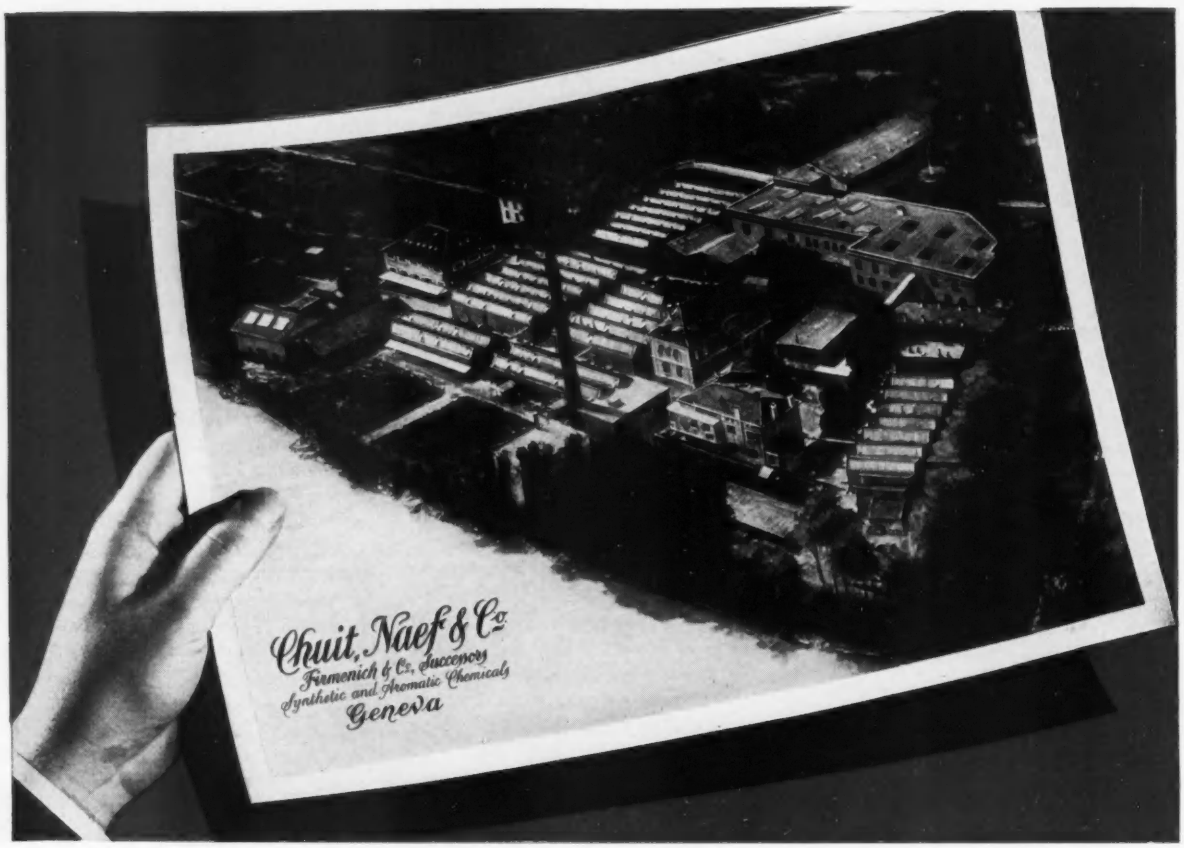
This decision of the United States Court of Customs and Patent Appeals applies only to the question of registration in the United States Patent Office as between the parties involved under the Trade-mark Laws and is not a decision as to the commercial rights of the parties.

### Disparagement of Product in Motion Pictures

In a decision on the appeal to restrain the exhibition of a portion of the motion picture "The Primrose Path" from an order denying a motion by Caron for a temporary injunction the New York Supreme Court in Caron Corp. v. R. K. O. Radio Pictures said:

Appellant contends that the R. K. O. letter of December 14, 1938, requesting appellant's packages to be used "in the dressing of our sets to show your perfume bottles to mutual advantage" in accordance with which appellant shipped its package subsequently used to its detriment, involves contractual obligations by R. K. O. which should be construed strictly against it and the court erred in doing the opposite. The delivery of appellant's package to R. K. O. under the circumstances considered does not divest appellant of the right to protect its trade marks and the good will appurtenant thereto by having the scene complained of enjoined. The court wholly misapprehended the import of the use in the stage play "The Primrose Path" of another of appellant's perfumes. Appellant having acted with extraordinary diligence in seeking equity, the court erred in holding otherwise.

Respondent contends that the present action is one for disparagement of product in which injunctive relief must be denied. Important issues of fact are involved which compel the denial of injunctive relief. The rule as to comparative injury prevents the granting of a preliminary injunction herein. Appellant's laches was properly considered as a factor in denying a temporary injunction. Cases granting injunctive relief in actions for unfair competition do not support appellant's claim to an injunction in the instant case. Hence, it is denied.




# *Forty-five Years a Leader*

Since 1895 the name of Chuit, Naef has been synonymous with the production of the highest quality group of synthetic and aromatic chemicals obtainable. Today, as then, this reputation continues unmatched.

Throughout these years the Chuit, Naef organization has expanded its products to the point where they now rank as the most complete line of perfume raw materials available to the soap, perfume extract and toilet goods fields.

The laboratories at Geneva, Switzerland, are constantly ***showing the way*** in the development of new aromatic materials, basic specialties and finished compositions that aid ***you*** in solving your perfume problems.

As sole United States agents, let us convince you of the remarkable adaptability of our products to your line!

**FIRMENICH & CO., INC.**

135 FIFTH AVENUE, NEW YORK, N. Y.

CHICAGO OFFICE: 844 NORTH RUSH STREET

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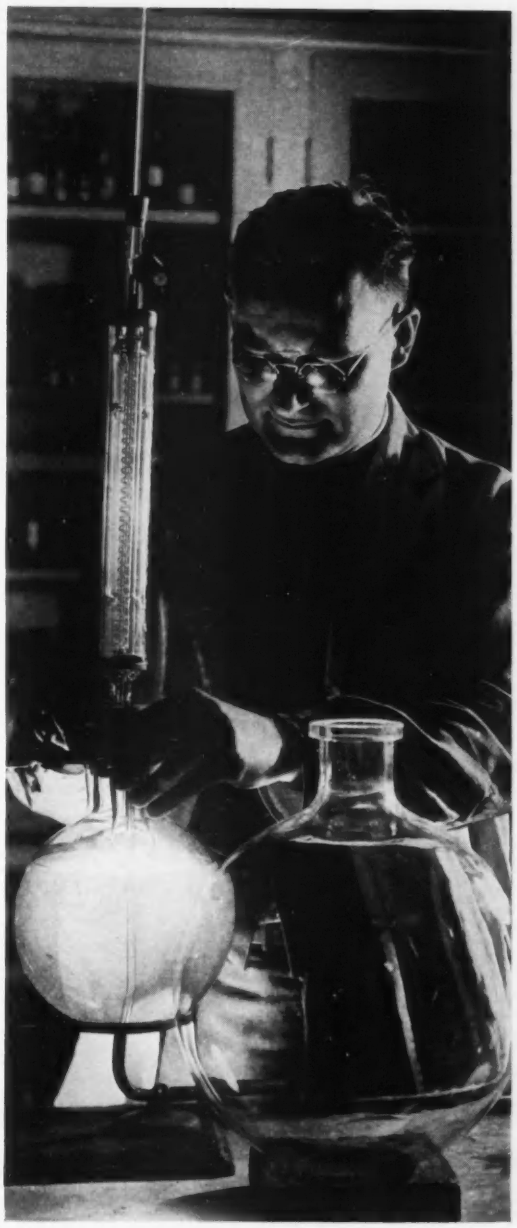
# A NEW SPECIALIST—ODOR ENGINEER

*How and why a big new field for aromatics is developing . . . From making airplane engines run at higher speeds to overcoming unusual sales problems in numerous industries, aromatics are finding important new uses*

by RAY GILES



A specialist in aromatic chemicals at work

AS yet no engineering school confers the degree "O.E." and no man living dangles the letters after his name, but sure as the nose on your face the Odor Engineer, as he likes to style himself, is coming. Only a dozen years ago new oilcloth reeked of castor and linseed oils and rubber goods smelled little better than when Goodyear walked the earth. To the nostrils highly glazed papers betrayed their "hoofy" ingredients, glues stank of fish or goat, and after the house-painter departed the aroma lingered on for days. But these and many other kinds of malodorousness are vanishing. The world is becoming measurably more fragrant, thanks to the perfumers, perfumer-chemists, and the chemist-perfumers who, with over 1000 aromatic materials in their repertory, are playing so skillfully upon our olfactory nerves that few of us realize what is going on.

### USE OF ODORS AT WORLD'S FAIRS

At the Century of Progress Exhibition in Chicago, visitors to the "coal mine" marveled at the authentic underground smell but it was all planned that way. Experts in aromatics compounded a spray which, flung into the air, gave the true subterranean odor. And if you were at the New York World's Fair on a certain day last summer you may have wondered why the air hovering over the pools which flank George Washington was so delightfully

floral. Again it was a perfumer, Waldo F. Reis, who tossed a little carefully chosen aromatic into the water. The experiment made so many more visitors linger there that day that the management asked Reis and his company, van Ameringen-Haebler, Inc., if they could do something about the sometimes fishy odor of the nine o'clock fountain show. For one night only Reis perfumed the Flushing Bay water as it shot sky high, and to the eye-and-ear appeal of the spectacle was added new pleasure to the nose. Unfortunately, just then, the management had to cut expenses and the perfuming was dropped in spite of its small cost.

### DEMAND GROWING FOR SCENTED INKS

While telling about it, Mr. Reis pushed forward several swatches of newspaper smeared with brown ink. A coffee company wants its rotogravure advertising redolent of freshly brewed coffee and Reis expects to give them an aromatic which when mixed with the ink will do it. Odorless and scented inks promise new experiences for readers. The slightly unpleasant smell of some printing inks is being masked completely; other inks are being lightly scented for special purposes. An enterprising fire insurance company sent out advertising blotters which smelled like burned-down water-logged homes and business doubled. There was an amusing sequel. An excited merchant called on the aromatics manufacturer asking for some of this particular essential oil. When it was safely tucked under his arm he confessed, "My store was damaged by fire last night, but it doesn't smell half as bad as it should. I'm going to spray this around before the examiners arrive!"

In Tulsa, the *Tribune* mixed $250 worth of Helena Rubinstein's Apple Blossom with the ink used to advertise it and the perfume was a sellout. A pre-Christmas ad scented by Faberge in the Minneapolis *Times-Tribune* sold over $800 worth of the perfume within 24 hours. The Chicago *Tribune* saluted the florists' convention with a page greeting which included a printed bunch of roses perfumed to smell like living blooms. A Chicago advertiser has since advertised rose bushes in the same way.

### AIM OF AROMATIC SPECIALISTS

But we mustn't get false notions about the growing use of aromatics in industry. The perfumers don't want to give the world the bouquet of an old-fashioned barber shop. Frequently they have to apply the brakes to over-enthusiastic makers of textiles, hosiery, rubber girdles and other products, who want to overdo the thing. The aromatics specialists merely advocate blanketing unpleasant smells or refragrancing products with an appropriate light odor of a pleasanter nature.

### HOW LAUNDRIES USE AROMATICS

Commercial laundering supplies a good example. Instead of returning your wash redolent of gardenia or with some exotic oriental blast, the astute laundryman may add just a trace of cedar oil to the water—so little you can't identify the odor. As you lift out the garments you think merely, "How nice and fresh they smell!" Other laundries use an aromatic which makes clothes smell faintly of ozone because sun-dried often smells that way because of the action of the air and sunshine on lingering soap particles, Michael Lemmermeyer of Aromatic Products, Inc., believes women may soon be buying little bottles of their favorite scents for washday; a drop or two from a medicine dropper will make blue Monday much brighter.

And Mr. Lemmermeyer explains why it's so difficult to say exactly what is going on in this fascinating business. Inventors, chemists, product designers, and a variegated lot of fanatics come seeking to duplicate in merchandise every sensation the nose knows. One man wanted to duplicate the odor of cork mixed with spice. Another wanted to make sponge rubber smell exactly like American cheese, and when Mr. Lemmermeyer fixed him up to perfection he admitted he was experimenting to make a more durable rat bait. "But many customers want to keep their experiments deep dark secrets," grins Mr. Lemmermeyer, "so they can astonish the world with some new product."

### PERFUMED FUEL

Last Christmas chocolate-scented rubber dogs were a hit in department stores. New shower curtains give off a pleasant fragrance only when the water strikes them. A manufacturer of scented carbon paper and typewriter ribbons is making a hit; so is a manufacturer of "spicy-smelling pencils which stenographers find refreshing. A famous bus line is experimenting with perfumed gasoline as a builder of public good will; for the same reason a railroad is trying perfumed fuel for its diesel engines on suburban trains.

### SPRAYING A FINE INDUSTRIAL ART

Odorizing makes artificial flowers smell like nature's counterparts, and scenting can make artificial leather smell like the real thing. It can subtract the smell of hide from genuine leather, though that is done only in special cases, for most people, particularly the men enjoy the smell of leather. A manufacturer of dog toiletries gives his products the faint aroma of fields-and-leather and the dogs and their owners seem to enjoy it. Recently a pharmacist wrote in, "I want a spray that will make my place smell like a real prescription pharmacy instead of a lunch counter." That was easy. Spraying is fast becoming a fine industrial art. While Mr. Lemmermeyer was convalescing from an appendectomy he became so bored with the familiar hospital smell that he had his associate, Edwin Booth, shoot about some fieldsy, floral aromatic while the nurses' backs were turned. That practice is becoming common in hospitals and many physicians think it contributes to recovery. The odor engineer of tomorrow may even develop a reliable scent therapy, for some odors are demonstrably sedative while others, like carnation, are cheery pickups.

Commercial perfuming has overcome stiff sales

problems. Not long ago a new raincoat was ready for the market. It was a honey to the eye, but when salesmen drew admiringly near they shouted, "Whew! Nothing doing!" An S.O.S. brought an aromatics man on the run. After studying the processing he prescribed a dash of an essential oil with a polysyllabic name and the now-fragrant coats sold like hot cakes. Another rescue involved a Fifth Avenue store with 25,000 pairs of new shoes on its hands which, because of a new material, made feminine noses turn vertically upward. A perfumer-chemist sprayed the shoes with a delicate fragrance guaranteed to be permanent and instead of a dead loss the shoes turned in a grand profit.

### WHAT BLIND TESTS SHOW

The human nose is funny. In Great Britain a certain wild iris smells exactly like the roast beef of Old England. Blindfold an Englishman and place that flower near his nostrils and he'll shout joyously, "I say! Roast beef!" But let him smell the same iris with his eyes open and his comment will be, "Ugh! It's positively fetid!" In "blind" tests the odor of highly diluted kerosene has been voted "fresh," "like after a snowstorm," "foresty"—but never "like kerosene." Results of other "blind" tests are equally odd. When several hundred women were asked if they'd like lightly perfumed hosiery, they were all against it. But when they were offered their choice of identical stockings except that one box was lightly floral while the other had the usual faint smell of finishing oils, every hand reached for the odorized article. Men are the same way about their shaving creams; they swear they don't want perfume but few will buy a neutral-smelling soap. We seem to be ashamed to admit to enjoying a perfume, but it gets us just the same. Perhaps it's because the olfactory nerves are the only ones directly connected with the brain, a fact which makes some physiologists argue that the brain began as a smelling organ. Our earliest memories are usually connected with our noses—the recalled smell of sweet grass on Uncle John's farm, the musty smell of grandma's attic, the Saturday night aroma of the popcorn stand.

In many instances aromatics supply more than their pleasant scent. Dr. Eric C. Kunz, president of Givaudan-Delawanna, Inc., points out that many essential oils are highly antiseptic, one rose oil being seven times an antiseptic as carbolic acid. Pleasant sprays used in theatres, Pullmans, buses, trolleycars, and in other public places kill germs as well as freshen the atmosphere. While experimenting to reduce the after-smell of freshly spread paint, perfumers discovered that they now had a paint which wouldn't form a "skin" on its surface when left exposed for 48 hours. A similar new advantage has been supplied to printing inks. Aromatic materials also preserve fats and oils of animal and vegetable origin, also vitamins extracted from these sources.

### USE OF AROMATICS IN AIRPLANES

Other aromatics prevent piston ring seizure and enable airplane engines to run at higher speeds than formerly. In textiles these hydrocarbon products have a preservative action in addition to neutralizing the slightly unpleasant odor of finishing oils which many women mistakenly call "dye-odor." The cost of a nice odor is surprisingly small. Dr. Kunz estimates that in 1937 only 700 pounds of aromatics would have deodorized all that year's 253,000,000 yards of silk. In paints from 0.005 to 0.1 per cent of aromatics by weight will do the trick.

The new paints which dry without leaving more than a trace of smell are being welcomed by hotels, hospitals, and other buildings where every day's loss of rent is serious. When men and women who like to paint around the house demand the same products, there ought to be a boom in home decorating. And painting in winter will be far more pleasant. Aromatic materials have improved cold-water paints as well as those employing linseed oil. The musty odor has been banished and casein paints keep much better.

### ODOR AS A WARNING SIGNAL

Right now a petroleum refiner is hunting for an aromatic to add to a grease used for certain locomotive bearings. But it mustn't smell at all unless the bearings become dangerously hot, around 300° F. Then, and only then, a warning odor must rise unmistakably to the engineer in his cab. Other

Expert tester judging odor value of chemicals; despite rigid laboratory tests, he may finally reject from olfactory standpoint

petroleum refiners are looking into aromatics as an economical and worthy substitute for the over-elaborate refining they now do to remove oily smell but which doesn't make the fuel a bit better in any other respect. Here and there, coal merchants have their delivery men spray freshly delivered anthracite with a pine aromatic which makes the lady of the house exclaim, "How nice it smells!"

### MOVIE ENHANCED BY SCENT

On December 27, 1939, a fantastic demonstration of odor engineering took place in Berne, Switzerland. Two Swiss engineers invited an audience of newspaper men to attend the first moving picture enhanced with scent. While the lover guided his lass through hay fields the scent of new-mown hay filled the auditorium, and when he handed her a bunch of violets you could smell them. These inventors claim they can project 4000 different odors into a theatre through "smell aerials." Curious, I asked these perfumers, "Could you duplicate, synthetically, the odor of roast turkey for a Thanksgiving dinner scene in a play?" Two said they could but the third wasn't sure. However, it takes no magic to introduce a great variety of odors through modern air-conditioning systems, and they can be as quickly dispensed with as is desired.

### POSSIBILITIES IN AIR CONDITIONING

Users and manufacturers of air-conditioning equipment are beating paths to the doors of aromatics laboratories. The scenting of recirculated air can serve many purposes. It has been used to solve the problem of keeping the smells of cooking out of other rooms in a building. While floral odors are sometimes used, it's more common to employ pine or ozone to make the air smell still fresher and cleaner. But advertising possibilities provide an exception. As was reported in THE AMERICAN PERFUMER, Pink Clover Perfume by Harriet Hubbard Ayer made its debut in Chattanooga, Tenn., through the air-conditioning systems of Miller Brothers, local department store, and the Tivoli, a moving picture theatre. Another possibility is interesting: since certain odors are definitely refreshing and even stimulating, why not distribute them to workers in plants and offices to revive energy during the afternoon?

### SCIENCE OF ODOR ENGINEERING DEVELOPING

Meanwhile the advance toward a science of odor engineering accelerates. That "oven-fresh" smell of your store bread may be due, in part, to kitchen aromatics in the wrapper. Many other food products and candy bars have wrappers which heighten natural fragrance, thanks to the odor engineer. Your 1940 automobile comes lighter in the rubbery, lacquery, upholstery odors which once clung so persistently to it. Your clothing need no longer reek of strange chemicals when coming back from the cleaner. Even the dollar bills in your pocket smell fresher because so many banks spray them with antiseptic fragrance before putting them back into circulation. And the circuses are experimenting with

Corner of perfume laboratory at Givaudan-Delawanna, Inc.

sprays in the tops of their tents which will neutralize some of the more objectionable animal odors. Almost every hour of your day has been made more fragrant than it was only 10 years ago.

One interesting by-product of industrial perfuming may be a sharpening of our sense of smell. In the past we have mentally shut off many unpleasant odors, and this dulls the sense of smell. But as more inviting odors assail us we will sniff deeper, and as practice develops the sense of smell considerably we may develop into much better smellers. In another generation, many of us may be able to identify, as can Waldo Reis, over 1000 different odors merely by whiffing them. What a world!

---

## Muddled Thinking

ONE need not be surprised at any result of an investigation by a government agency of the fair trade laws, loss leader laws or like legislation. There are in the government and in our present economy antagonistic forces at work which in one phase attempt to lower prices to the consumer and in another phase attempt to raise wages and increase employment. Consumer groups are constantly hammering for lower prices while other groups, just as worthy, desire higher wages, shorter hours, improved working conditions and the like which must inevitably be reflected in higher prices.

A good example of this muddled thinking is the Patman anti-chain store bill. With some of its aims such as more and satisfied independent retailers, half a million more happy traveling men again roaming the land, etc., most of us will sympathize. The authors are intrigued with this happy picture . . . but they have not taken the trouble to find out who is going to pay the bills in this new industrial set up. It would be as logical to pass a law to prevent things being ordered by mail because it prevents the employment of retail clerks.—*Abstract from address by Hugo Mock.*

# T. G. A. MEETS FOR THE FIFTH TIME

*Symposium on merchandising featured at fifth annual meeting of Toilet Goods Association . . . Excellent management of entertainment . . . What was done and by whom*

THE EXCELLENT opportunity it affords for renewing acquaintances and greeting old friends brought an excellent attendance of manufacturers of toilet goods and representatives of supply houses to the Biltmore Hotel, New York, N. Y., May 14, 15 and 16, where the fifth annual convention of the Toilet Goods Assn. was held. In the registration and reception rooms and at the luncheon tables groups were gathered before and after meetings to discuss matters of mutual interest and to renew contacts with old acquantainces.

The convention itself followed the usual pattern. Reports of officers and of the permanent staff were given on the first day, the second day was devoted wholly to golf and bridge and the final day was given over to an executive session for active members only in the morning and a symposium on merchandising in the afternoon. A brief summary of the various reports and addresses follows.

**The nominating committee**

Clifford Baker, chairman; A. H. Bergmann, H. J. Lehman, H. D. Goulden, E. P. Matthiessen, H. Gregory Thomas and H. F. Willats

**Named these officers:**

President, H. L. Brooks;
First vice-president, Cecil Smith
Second vice-president, E. B. Hurlburt
Third vice-president, H. P. Willats
Treasurer, Paul F. Vallee
Secretary, J. I. Poses
Executive Secretary, Charles S. Welch

Members of executive board: Clifford M. Baker, H. Clyde Balsley, A. H. Bergmann, Paul H. Douglas, C. W. Godefroy, A. E. Johnston, L. E. Lisner, D. H. McConnell, Jr., Charles A. Pennock, H. Gregory Thomas, George A. Wrisley, H. D. Goulden, J. Danilik, and J. M. Buck.

All, of course, were elected by motion at the Thursday afternoon session. It was the sixth consecutive election as president for Mr. Brooks who has held that position since the association was organized as the Toilet Goods Association.

**More money for excise tax**

work was asked by President Brooks in his annual address. From 196 active members, 105 answered the appeal for funds for the work of the special

Well coordinated planning by the convention committee contributed much to the success of the big meeting. Reading from left to right in the above photograph of the committee snapped at the registration desk are: Karl Voss, Charles Fischbeck, Michael Lemmermeyer, LeRoy Root, chairman; William P. Murray, Walter E. Klaas, A. C. Burgund and J. B. Walker

1 2 3 4

Just before the banquet. 1. Frank Bergmann and John Pollack, Miss Y. Dumas and Mrs. E. Densen. 2. Reading left to right are: Mrs. Edwin Booth, Wallace Bush, Dr. A. T. Frascati, Mr. and Mrs. Howard Seeland, Clifford Weston and Edwin Booth. 3. Mr. and Mrs. Bruce Walton. 4. Mr. and Mrs. Robert Kramer. Cocktails were served before the signal was given to enter the big dining hall where the chief festivities were held at Hotel Biltmore. Dancing followed dinner.

## T. G. A. BANQUET

1 2 3

Whenever two or three are gathered together an enjoyable conversation ensues, particularly if the group is that on the left: 1. M. A. Chase, Charles Swan, Dr. R. S. Swinton, Cecil Rice, Mrs. Rice, Mrs. Swinton, Mrs. Webb and R. Righton Webb. 2. Mr. and Mrs. Jack Curry. 3. J. I. Poses, Mr. and Mrs. A. E. Johnston, Mr. and Mrs. Herman Brooks snapped in a corner of the reception room.

1 2 3 4

Gay chatting groups added color and sparkle to the evening's festivities. 1. Mr. and Mrs. Irving Bennett, Eugene C. Barton, Mrs. Addington Doolittle, Dr. and Mrs. Victor Fourman. 2. Mr. and Mrs. C. K. Wellenkamp. 3. Mr. and Mrs. Nathan Fretz, Mr. and Mrs. Charles Homan, Miss Margaret Homan, and Mr. and Mrs. Walter Fretz. 3. Jerome Samet and guest. The affair was formal of course but especially informal also which made it even more delightful.

1 2 3

Conversation sparkled in the banquet groups which were both large and small. 1. H. T. Roders, Mr. and Mrs. Charles Fischbeck, Mr. and Mrs. Joseph S. Lee, Mr. and Mrs. Paul Hyatt, Mrs. Karl Voss, Walter Murray, Robert Kelly, R. L. McKnight. 2. Mr. and Mrs. William Zimmerman, Mr. and Mrs. Karl Voss. 3. Mrs. R. B. Hauk, Mrs. Michael Lemmermeyer, Arthur Mudge, Edwin Booth, and also Eric Coupey, Clifford Weston, Mrs. Arthur Mudge, Mrs. Edwin Booth.

1 2 3

At luncheon. 1. Group at table included Maurice Levy, Hugo Mock, Mark Eisner, Irving Fox, Herman Brooks, Otto J. Cohn, M. K. Neary and Miss L. Whisnant. 2. Mr. and Mrs. Walter Nuckols, Lee Mason, Harris Whitaker, Sewell Corkran, R. B. Valerius, Joseph Scott, Leo Mann, Heath Brasselman and K. W. Tracy. 3. John Kiehl, W. R. Krone, George Warren, H. B. Simons, H. P. Wesemann, C. C. Bryan, Clifford Weston and the able Clarence F. Booth.

# T. G. A. LUNCHEON

1 2 3

Distinguished publishers were also present. 1. Gifford Plume, Allen Norman and Edward Barlow of the Fawcett Women's Group. 2. Louis J. Zollinger and J. Howard Moore, president of the Robbins Publishing Co. 3. William Schilling, Eric Coupey, Nathan Fretz, George Fries and Philip Van Itallie. Cocktails were enjoyed at the gatherings before luncheon by most of the groups.

1 2 3

Informal gatherings were the rule. 1. F. N. Langlois, A. L. van Ameringen, Frank Bergmann, Irving Bennett, Fred Schwannecke. 2. Mr. and Mrs. E. P. Matthiessen, P. E. Haebler, W. T. Haebler, A. Dedrick, Mr. and Mrs. Paul Douglas, Everett King, Frank Langlois. 3. Joseph Eder, E. C. Latimer, George W. Button, Paul Douglas, Miss Jeanne Tredway, William Jacobs, K. Woltersdorf, John Morgan, Stanley Sapery, Bigey Brody were in this congenial group.

1 2 3

Good fellowship was the keynote of the pre-luncheon gatherings where everybody knew everybody else. 1. Howard Miller, Chester Tompkins, W. Zimmerman, Louis J. Zollinger, William S. Fairhurst. 2. Rupert C. Watson, hiding Elmer Sheets, Edgar Ellis and Harry Gufstafson. 3. R. F. Kelly, Frederick J. Lueders and George Lueders. Everything from the probability of increasing excise taxes to provide defense funds to golf and bridge was discussed by the groups.

committee with the Miscellaneous Tax Unit on the excise tax. Those who had sent in contributions were requested by Mr. Brooks to ask everyone in the industry "Have you sent a check to the association on the basis of the appeal made, as your indication of appreciation for the work done and the benefits that now accrue to you?"

The association, he pointed out, is endeavoring to maintain two things: First, for the benefit of those companies with a two-company set-up, the retention of paying the tax on the bulk prices plus certain expenses; and, second, for the benefit of those organizations with a one-company set-up, the retention of considerable latitude in allowable deductible expenses. The main objective is to maintain the principle of paying on the bulk prices plus. If there is any change in the percentage of mark-up, it will not be retroactive he stated.

The amendment and the agreement reached have put virtually all of the houses in the industry in substantially the same position as far as the tax is concerned for every company heretofore operating under a one-company set-up can, if it wishes, set up two companies provided it is done ethically and legally and consequently can take advantage of paying on the bulk price plus method, instead of on the selling price less expenses, etc.

As a result of changing the method of making membership payments, over a year ago, additional money plus the sum received in answer to the excise tax appeal was collected. So, instead of being in arrears, all bills have been paid and there is a cash balance in the association treasury. He advocated building up this reserve to meet emergencies.

The report of the F.T.C. on fair trade, he said, might possibly be unfavorable to distributors of toilet goods.

Mr. Welch and Mr. Mayham, he stated, have been able to discourage the departments in Washington from issuing certain regulations which would have been extremely disturbing. He also reported that no firm is having any of its advertising, booklets, etc., investigated, which have been approved by the Board of Standards.

The nature of the cooperation of the association with the National Retail Dry Goods Assn. and the National Assn. of Chain Drug Stores was also explained briefly.

While seven more active members were added to the membership role in the last year, it was offset by a loss of 12 associate members. The total membership is now 276. A tentative suggestion was made that three associate members be appointed to hold themselves ready to attend board meetings.

**The actual effects of cosmetics**

if made the subject of special research could be of great importance not only to technical and manufacturing progress but to the proper promotion and sale of cosmetics, according to S. L. Mayham in his long but interesting report on the work of the Board of Standards.

"Many of the things which consumer groups have said about cosmetics are not true. We know that cosmetics possess values far above those which detractors of our industry will admit. We should be in a position to prove it. Unfortunately, we are not. Is there any better way to counteract their efforts than by accumulating scientific proof of the falsity of their defaming statements? The industry has almost no real evidence to support truthful claims and still less to uphold those based on the use of less familiar and more recently used cosmetic raw materials."

When research work bearing upon the claims made for cosmetics is to be done in independent laboratories or by consulting dermatologists, pharmacologists or other scientists, he suggested that it be done through the Board of Standards which would accept the assignment, farm it out to competent people, compile and submit the results, retaining in its files copies without names or identifying marks. Such a plan would gradually build up in one central place a body of scientific evidence calculated to prove that cosmetics will do what reputable manufacturers say they will, evidence which would require something more than the opinion of a government official or a self-appointed critic to successfully controvert it. This, under proper authorization, could be made available in case of controversy.

He also stated that a Scientific Advisory Com-

Informality marked all of the pre-luncheon and luncheon gatherings. Left: A. W. Haas and Dr. Victor Fourman. Center: Irvin Zeluff, Walter Mueller, Samuel H. Clark and Fred Butz. Right: Norman Swartout, John R. Boyd, Peter Forsman, Ross White and John Leyden. The group is discussing the president's radio defense message, broadcast at luncheon time.

1 2 3 4 5 6 7

At the ninth hole, Ridgewood Country Club: 1. A. D. Henderson, Martin Schultes, Roscoe Edlund and Hugo Mock; 2. William C. Zimmerman, E. B. Millar and Harold N. Anderson; 3, Ross White, A. Dedrick, P. Forsman and Sewell Corkran; 4. John Gabrielson and E. J. Hemlock; 5. Alphonse Pillet and George Tombak, not Paul Whiteman and George Raft; 6. Van Alan Clark and A. C. Burgund; 7. Howard Seeland and Dr. A. T. Frascati.

mittee is being organized to consider problems presented by the use of important raw materials in the manufacture of cosmetics. Many such materials exist in several grades, all of which may not be suitable for cosmetic use. The committee is to study such products with a view to establishing standards for them and ready methods of determining whether they reach such specifications. Incidentally, he said that a U. S. Cosmeticopeia would be desirable if handled by the association.

**Rigorous enforcement of labeling**

and other provisions of the Food, Drug and Cosmetic Act may be expected after July 1, according to Hugo Mock in his annual report. The learned counsel pointed out that complaints brought under the law may result in heavy fines.

The delay of the Federal Trade Commission in making rulings on cases which have been before it for years came in for some dignified though justified criticism.

In referring to developments under the Robinson-Patman Act, he pointed out that where quantity discounts are given to be available to all competitors on an equal basis they must be known and published to all competitors. That is, if a special discount is given for quantity all competitors capable of buying such quantities must be informed of the discount.

On the subject of labeling, it was Mr. Mock's opinion that the pendulum had swung too far in the restrictive direction. The proper criterion of what you can say on a label or in your advertising, he added, is the truth, the whole truth and nothing but the truth. (Parenthetically, one might ask like the jesting Pilate: "What is truth?")

In the matter of fair trade, he pointed out that every state except Delaware, Missouri, Texas, Vermont and the District of Columbia has a fair trade law similar to the Feld-Crawford Statute in N. Y.

There is a strong and organized movement to repeal the federal Miller-Tydings Act and the state fair trade laws. In commenting on this, Mr. Mock felt that whether the fair trade laws have resulted in higher retail prices or not the question of prices should not be the sole criterion by which such laws should be judged. "It is almost a platitude," he added, "to say that anything which will increase employment and the general welfare is to be welcomed and the question of price even to the consumer must be, from that viewpoint, a secondary consideration."

He advocated clarifying terms used by the industry such as perfume, cologne, eau de toilette, infusion or bouquet.

He then discussed the law as it applies to names of colors, etc., and the right and limitations on one in imitating a successful package. (See extract from Mr. Mock's speech on p. 35.)

**The versatile H. Gregory Thomas**

in a ringing speech, preached the gospel of membership to those already converted.

"In many ways an industry is like a country," he said. "Disorganized, it easily falls prey to its enemies from without and from within. Organized into a guild, a craft or into a trade association, it can resist attacks from without although it still remains vulnerable to the 'fifth column' activities of those who pit their petty problems against the welfare of the whole—of those who delude themselves into the belief that they can prosper while their competitors alone bear the brunt of defending their essential common interests."

He pointed out some of the positive successes of the association in the past year: the activities in Washington of Mr. Brooks and Mr. Danilek in securing tax relief; the work of the counsel and the work of the Board of Standards. The cosmetic industry, he stated, had fared the best of the three industries affected by the Federal Food, Drug and Cosmetic act. Relations on the part of the association with the governmental agencies have immeasurably improved actions by the latter. The association, he added, not only gives its members the most competent advice but its members get what virtually amounts to a guarantee.

He then warned the industry of the danger of following the incompetent advice of quack lawyers and self styled advertising and labeling experts who for a price offer service of doubtful value.

"It is the things that fail to happen because of the work of the association that are often of the greatest importance. No individual manufacturer can successfully present the objections of an industry to discriminatory legislation in any of the several states. Moreover, an association does this nationally in states which may have no manufacturers but where toiletries are sold.

"It is only by working together," he said, in conclusion, "that we can keep faith with government and consumer alike; only thus can we properly police our industry, raise all of its standards, wages and profits and act as liaison officer between it and the community at large."

**Golf was on the program**

all day Wednesday at the Ridgewood Country Club where male members of the association displayed their skill—or lack of it—on the golf links or sat about the spacious grill. When the scores of the

129 who played were compared, the following winners emerged and were awarded prizes at the banquet:

First low gross, Paul Scott; second low gross, A. D. Henderson; first low net, Cecil W. Rice; second low net, William Gunther; nearest pin, H. Ambrose; and longest drive, P. Forsman. There were 68 players in the kickers division and only 25 prizes. As a result the prize winners owed their luck to a young woman who picked their names from a hat. These fortunate gentlemen were: Charles Alexander, Roscoe Edlund, A. J. Dedrick, Jack Poses, A. C. Beltz, Frank N. Langlois, William Bjork, Frank Kiernan, Russell Boland, Joseph E. Valentine, W. R. Clark, R. Payton, F. W. Webster, W. H. Birrel, J. N. McNash, J. I. Kiernan, R. C. Spencer, William Janney, William Zimmerman, Charles A. Pennock, William P. Murray, R. L. McKnight, George V. Branigan, Dudley F. Lum and F. W. Green.

**Merchandising of toilet goods**

was taken up at the symposium on the last afternoon of the meeting. The attendance at the session was large, manifesting a lively interest in the subject. Expected controversies did not materialize and the discussion period which followed was a veritable love feast with compliments flowing in all directions.

**Wholesalers are of great help**

according to the first speaker, L. H. Bander, vice-president, McKesson & Robbins, Inc. Over half, or 52½ per cent, of the population lives in towns under 10,000 and in this area there are 27,000 drug stores. These outlets, he pointed out, can best be served through wholesalers. Manufacturers who distribute their products on an exclusive agency basis do not reap maximum returns as they overlook these outlets. More they deprive the public of goods it might want. It is incumbent on manufacturers for their own good and the good of the public to help these small dealers and druggists grow. He advocated an investigation by manufacturers to see if their present system of distribution was all right. To utilize the services of the wholesaler to best advantage, he advised mutually cooperative discussions of better merchandising in retail stores.

**But independent retail druggists**

should not be deserted by the manufacturer, said Robert R. Gerstner of C. & R. Timmerman and chairman of the board of the New York Pharmaceutical council. The 60,000 druggists are all boosters for cosmetics; all they ask is fair play and a living wage. The best way of helping them is to place products on fair trade. That is the salvation for the retailer. He must have 33⅓ per cent profit. He can't exist on 8, 10 or 12 per cent profit. Enforce fair trade contracts. If not, the retailer cannot be blamed for handling other products to get a fair living.

He criticized merchandising promotion campaigns. A dollar item sold at 83 cents; fair trade minimum is sold, say for 47 cents. That is unfair to the public and to the retailer. What will the retailer do when the price goes back to 83 cents? The little man cannot always take advantage of such promotion campaigns; the deals are too expensive.

Combination deals also were criticized such as where one item is given to induce the purchase of a second. If a manufacturer must give away a product to induce sales then something is cockeyed. One never hears of two pork chops being offered with a steak. The retail druggists resent being a springboard for these practices. They demoralize the retailers interest in such products. Fair trade enforcement of combination deals and promotions is becoming a serious matter as they are a subterfuge for the evasion of fair trade.

Then, too, the dividend package is a bad thing. With the original size a small or special bottle is given. Once started the public always will demand the dividend. Not all jobbers are supplied with the dividend packages.

In the ten-cent sizes manufacturers often refuse to sell them to the drug store. Small packages are a convenience. Why discriminate against the druggist who is open nights and Sundays to sell the manufacturers' merchandise?

He also advised manufacturers to stop fanciful naming of face powder shades; and urged them to have a smaller variety of shades for face powders, nail enamels and lipsticks.

As to the demonstrators, the druggist resents the manufacturer contributing so much to the large department store and so little to the drug store. Druggists cannot sing the praises of manufacturers who are trying to exploit them.

**And chain store druggists**

do not like to have new merchandise sprung on them by manufacturers without notice, said Fred J. Griffiths, president of the Pennsylvania Drug Co., as it leaves them with the problem of disposing of outdated merchandise. He also condemned selling at cut prices by special sales or otherwise.

One may gain for a day by selling merchandise at a reduced price but ever after the public will feel that it is being stung if it is asked to pay the established price, he said. Fair trade has really been a marvelous thing for industry; and no part of industry responded so well to it as the cosmetic industry. But there is much "under the counter" selling of fair trade merchandise at lower prices. This must be controlled. If manufacturers would cooperate in bringing suits against retailers for violations the cost for each manufacturer might well be brought down to as low as ten dollars each in cases where there are 20 or 30 violations against a single outlet.

Some one must check loss leader violations; the manufacturer's salesman will not do it. Manufacturers would do well to appoint a committee to do it, if they do not, before long there will be no fair trade. Some simple plan for enforcing adherence

to fair trade must be worked out and fair trade committees seem best for the purpose.

In conclusion, he pointed out that there is a difference between the quality of products and that difference should be indicated on the label.

**And department stores sell more** toiletries because they have built up the fashion aspect of cosmetics, according to Irving Fox, counsel for the National Retail Dry Goods Assn. The department store is the fashion center and naturally it reaps the benefit of this.

The public is more interested than ever in cosmetics, he pointed out, and resents exaggeration of the benefits to be had from their use. It is well to remember that retailers get reactions direct from the consuming public and hence they can be of great help to manufacturers if both would cooperate more.

Special promotions that are piling in on department stores are tumbling all over each other. As the retailer feels reactions of the public first, he can raise the flag of warning and can materially help the manufacturer in properly controlling special promotions and in many other ways. Thus, for example, the retailers could offer suggestions as to how to limit the number of colors of red in lipsticks. He advocated the appointment of a committee to cooperate with a similar committee of the National Retail Dry Goods Assn.

**Fireworks** came unexpectedly after the usual resolutions had been presented and acted upon, when a resolution condemning the use of the term "cosmetic skin" in advertising Lever Brothers Lux toilet soap was introduced. The use of this term was deemed inimical, untrue and unfair to the toilet goods industry. The discussion became animated and it was finally decided to attempt to end such advertising by means of negotiation with Lever Brothers. Two years ago the Lux "cosmetic skin" campaign was investigated by the Federal Trade Commission. At that time the company stipulated to discontinue certain representations involving the use of the term.

The annual banquet as usual was the gala social event of the convention. At its conclusion leather handbags were distributed to the women present and miniature cocktail bars to the men as souvenirs. Golf prizes were awarded by LeRoy Root and a special prize consisting of a $75 purchase order was awarded to George Branigan. After a variety entertainment the floor was cleared for dancing which was enjoyed until a late hour the following morning.

**Appendix**

Thanks to the convention committee which handled every detail of the interesting program with marked efficiency was expressed in a special resolution on the closing day of the meeting. The committee was composed of L. R. Root, chairman, A. C. Burgund, Charles Fischbeck, Walter E. Klaas, Michael Lemmermeyer, William P. Murray, Karl Voss and J. B. Walker. In celebration of the success of the convention the committee will gather at Pine Island, N. J., June 16 and 17, for rest and relaxation.

## Practical Legal Points*

by HUGO MOCK

IT would seem to me desirable that the industry, as an industry, both for its own benefit and for the benefit of the consumer, clarify some of the terms commonly used in the industry.

The first of these terms is the word "perfume." Does this indicate what is known as an extract, which is a concentrated perfume, or may the word "perfume" be used generally to designate any odoriferous liquid? What is a cologne and what is an eau de toilette? What is an infusion or a bouquet? Should an eau de toilette or a cologne contain a minimum amount of alcohol or perfume material? Is there any limit to the dilution of an odoriferous liquid so that it cannot be called either an eau de toilette or a perfume? Where words such as these are used or misused and the industry does not take steps to correct the use of names which mislead the consumer, then immediately pressure is brought from the outside by competitors or the consumer or by the government and rules and laws are made which many in the industry consider oppressive. You can have your choice of trying to standardize this labeling within the industry or having it done by compulsion through governmental pressure.

Hugo Mock

USE OF COLOR AND SHADE NAMES

During the past year certain sections of the industry have witnessed a deluge of shade names, particularly reds, which have been adopted to popularize manicure shades, lipsticks and rouges. Are these names which have been used to identify these particular products real signatures or trade marks or are they freely open to competitors? The law regarding this particular class of names used to designate shades cannot well be summarized in a few sentences, but I wish to suggest the following as a partial guide:—

1. Color names which have been in the past freely and accurately associated with particular colors are, of course, public property. Nobody can monopolize names which have been known for years in association with particular colors, such as methylene blue, or congo red, or copper red, brick red, or the like.

2. Names which are obviously fanciful and do not express the idea of a color and if they are not already applied to other toilet preparations, could be monopolized, even if some of the names are

*Extract from address before T.G.A.

faintly suggestive of colors, such as "Pirate," or "Halcyon" or "Coldstream" or "Continental" or the like.

3. Difficulties come with the third class—words which are partly descriptive, that is, which may actually express the idea of a color but which had previously not been primarily used as a color name, such as "Mandarin" or "Spanish Leather" or the like. Sometimes a secondary meaning acquired in the trade, including considerable advertising, will convert a name which originally might have been descriptive considered as a technical trade mark, into a name which the courts will protect. It is actually true that a trade mark, initially weak, may acquire a certain standing in the courts if it has been sufficiently popularized and if it has not been previously copied. It seems strange, but it does make a difference in the eyes of the law *when* a name is copied.

Secondary meaning is something that is acquired only in the course of time, or very often a name which might have been copied with impunity in the beginning of its use can be monopolized if it has been sufficiently seasoned. Every one of these cases of names which are particularly applied to shades or colors must be judged on its own basis but I have tried to indicate the limits in both directions by which such cases are judged.

## MONOPOLIZING FLORAL NAMES

To what extent should a perfumer be entitled to monopolize a name of a new floral odor, the name of which correctly designates a flower? To grant a perfumer a perpetual monopoly of the use of a particular odor which could be made by other perfumers is manifestly unfair. On the other hand, is not that perfumer entitled to a reasonable lack of competition until he has had a chance to launch his product upon the market? If a perfumer brings out as a new odor a sweet pea or apple blossom or cherry blossom or wild rose, why should competitors be permitted to reap at least partially the fruit of his enterprise?

If the name designates correctly and precisely the odor, no perpetual patent should be given on the name if the raw material is accessible to all alike. On the other hand, where names have been used in connection with flowers which have no scent of their own, such as the daisy or bluet, the first concern to attach to those names to a particular odor is permitted to monopolize same. It should be borne in mind, however, that where an odor has been popularized by one perfumer, the burden is always upon competitors to so label and distinguish their products that they cannot be confused with the originator of the item.

## COMPETITION IN PACKAGE DESIGN

What constitutes fair or unfair competition in package design? There is a fashion in packages as in everything else. One year it is the streamlined package; another, French or Javanese or Dutch influences may be predominant. We have had in this industry an outstanding example which I take the liberty of mentioning, as I have had no connection with it—"Early American." It is on the one hand proper for other manufacturers to use the same motif, or if it is not, should the concern which put this on the market first be entitled to a perpetual monopoly in this field of design? I think it is possible to draw a line midway between the two.

## COURT DECISION

The Circuit Court of Appeals in the Second Circuit wrote an interesting opinion in the case of Federal Trade Commission vs. Millinery Creators' Guild, Inc., involving the copying of hats:

> "What passes in the trade for an original design of a hat or a dress cannot be patented or copyrighted. An 'original' creation is too slight a modification of a known idea to justify the grant by the government of a monopoly to the creator; yet such are the whims and cycles of fashion that the slight modification is of great commercial value. The creator who maintains a large staff of highly paid designers can recoup his investment only by selling the hats they design. He suffers a real loss when the design is copied as soon as it appears; the imitator in turn reaps a substantial gain by appropriating for himself the style innovations produced by the creator's investment. Yet the imitator may copy with impunity, and the law grants no remedy to the creator."

## COMPETITORS' RESPONSIBILITIES

I recall many years ago that Andrew Lang wrote an essay entitled "How to Fail in Literature." He said he was a critic and as a critic is a man who has failed, he was entitled to tell the world how to fail in literature. Having been somewhat occupied in the field of package protection in past years, I wish to announce a formula: "How to Produce an Unsuccessful Imitation." I do not guarantee that my formula will always produce an imitation which will be restrained by the courts, but the sure way to produce such an imitation is to take an article which is popular and on the market and tell your designer *not* to imitate it, but to do something in the same field. There is something in the psychology of this process which immediately induces the designer to copy some of the salient features of the object which he is trying not to imitate—and I do not say this ironically. I would say that in the field of package design where there is a popular trend to a particular period or particular country or to particular characters, that the originator is not entitled to a monopoly broad enough to shut out all competition, but in consideration of his originality his competitors are in honor bound to do two things and the courts undoubtedly will back him in that position:

1. To create their own designs independently and without reference to the designs of the originator.

2. The burden of proof is strongly on the competitor to so mark the design so that there will be no possibility of confusion in the minds of the average consumer with the original package.

# INTERFACIAL FILMS IN EMULSIFIED SYSTEMS

*and Cis-Trans Isomerie Determination from Film Properties . . . Part II of an original contribution on the phenomena of emulsions by a specialist . . . Physical state of films; mylein forms.*

by HENRI COUTINHO
*Chief Chemist, Pinaud, Inc.*

FIRST consideration in the study of thin films is the physical state of matter in such formations. It would be logical to expect that solids would produce solid films and liquids, of course, liquid ones. In fact, Rehbinder makes a definite classification[9]: *Liquid absorption films:* Concentration increase gives a sharp maximum in the time of foam duration (alcohols). *Semi solid films:* maximum is flattened out (formyl-violet, etc.). *Solid absorption films:* no maximum but continuous increase of stability and duration of foam (saponin, etc.).

We have seen before, however, that the problem is more complicated and that substances with an m.p. as high as 148° C may form liquid or even gas-like molecular membranes. On the other hand, liquids may form a more or less viscous or even very plastic film, (through hydration?). It is not surprising therefore, to find the more serious workers in this field extremely divided. Donnan speaks of very viscous or gelatinous films. Wilson, Fries claim films to be plastic solids, *not* viscous liquids. Ramsden considers them solids or semi-solids. Hauser[10] describes the latex membrane as a *solid* sack. Serralack and Jones who made a most extensive study of film formation insist that solid films form at the water-oil interface. According to some, the protective membrane in milk is not a membrane at all but a gelatinous mucoid, semi-liquid structure.

The apparent discord is due perhaps to the probability that matter in membranes of molecular depth does not behave in the same manner as in bulk; that is, it exists in an unusual physical state, (a two-dimensional gas can certainly be called so) due to the enormous value of the relation: surface-mass.

In close relation to this is the fact that even in closest packing (as in an apparently solid film) liquids may easily pass through this film, as is seen in the development of "myelin" forms[11]. When, for instance, a streak of solid lecithin is observed under the microscope in contact with water, complicated outgrowths develop, giving rise to complex formations. Leathes found that the attractive force directed from the water toward the polar cholyl complex goes far beyond the surface layer of the molecules in initial contact with the water. Water molecules penetrate into the deeper layers easily forming still more complicated patterns and film formation takes place in all directions. The extent of these mylein forms gives rise to the concept of an ordered array of molecules but into an open network through which the molecules of the other phase have free access. The following remark of Perrin[12] is quite extraordinary in this connection: "It is supposed that matter in thin films has a uniform depth but it is not sure that these films do not have a net-like structure similar to a spider web, which, from far, may seem homogeneous." This remark, made so many years ago, takes on a new interest since it has been found possible that colloidal gels might have a net-like structure of solvated filaments.

Langmuir[7] regards an absorbing surface as a surface lattice or checkerboard which holds absorbed molecules in a definite position. Fisher and Harkins have found that as the stability of an emulsion increases with age, the first formed "expanded" film changes into a "condensed" one due to reduction of the emulsifier concentration in the $H_2O$ phase or due to decrease of the interfacial area *but the film stays monomolecular*. We have seen before how the transition of structure I into II would give this result exactly. (Charts referred to in this article appeared in Part I, in May.)

### THICKNESS OF INTERFACIAL FILMS

One of the most important though very controversial points in emulsion science is the thickness of the film formed by the protecting substance at the dineric interface.

Thickness of films in general has interested scientists for centuries. Newton studied the black spots in soap bubbles, immediately preceding their rupture. It has been found that the blackest are not more than six millimicrons deep.

Lord Rayleigh, and still later Devaux, showed that films on water are still thinner. While the first used the movement of camphor particles on water, or its

absence, Devaux employed a much more precise method to measure the maximum surface of a film of a known weight. He sifted talc powder over the water surface then placed a drop of diluted benzine solution of oil on this surface. After evaporation of the benzine he was able to measure with precision the film area surrounded by the mat talc surface. The maximum extension found gave a corresponding thickness of about one millimicron. As we will see later, this cannot be a poly-molecular layer *if the film is homogeneous and not net-like.*

After these introductory remarks, we may expect to find the interfacial films of disperse systems monomolecular or, if polymolecular, not more than a few molecules deep. Zigmondy could find no trace of films of protective colloids in the ultramicroscope which led him to think that they could be no more than a few molecules thick. McBain and Davies, measuring absorbed surface films, concluded that the films were saturated and monomolecular and rested on a thick layer of concentrated solution which gradually falls off to the bulk concentration. Serrelack and Jones[8] feel that there is no doubt that films at interfaces, in their experiments, were polymolecular because readily visible. They concluded that in true emulsions the layers certainly will be thicker than monomolecular if enough emulsifier is present. Seymour and coworkers[14] also found that their research with sodium oleate proved that in no case did absorption approach even the monomolecular film but was in some cases as high as twenty times that, sufficient for a monomolecular layer. The absorption of large aggregates of oleate at the interface seems one possible explanation.

Some workers bring forth the idea of a highly colloidal layer of micelles (mono. or poly. "micellar").

Fisher and Harkins[13], however, state as a result of extensive investigation, that: "The interfacial film is *not colloidal*, and *not thicker* than one molecule." They definitely contradict the idea of polymolecular interfacial films when formed by soluble emulsifiers.*

The idea of a monomolecular film is now supported by most workers. *How thick is a monomolecular film?* Sizes of molecules run from 0.1 μ μ for $H_2O$ and 0.5 μ μ for alcohol, all the way up to 5 μ μ for the gigantic starch molecules. Miss Blodgett[15] who made measurements of the thickness of fatty acid films (through the interference colors exhibited in monochromatic light) found, for instance, for a simple layer of stearic acid 2.29 μ μ. This value is of the same order as Piper's for potassium stearate and Muller's for stearic acid. (X-ray measurements.)

It is interesting to compare these values with the values given by others for film thickness. We saw that Devaux using the spreading power technique found for his thin oil films a value of only one millimicron which is less than one-half of the monomolecular stearic acid films. It is true that the latter are composed of simpler molecules and allow closer packing than the oil molecules. However, the distance between two fatty chains in the oil molecule is fixed at the length of the c-c bound of the glyceryl radical and it seems improbable that the atomic distance should be larger than the molecular distance. It has, in fact, been found that the fat molecule has a "cross" dimension smaller than three times that of the stearate molecule. Therefore, an *apparent* thickness obtained by the spreading method of less than half the "length" of the stearate molecule could only mean that the oil film is a very loosely packed film.

If the oil consisted of pure tri-oleate, the film thickness would actually have to be half that of the stearate film, if oleic acid is a cis-isomere. As mentioned above, it actually has been claimed that the "long" dimension of a sodium oleate molecule is about 1.2 μ μ against 2.3 μ μ for the stearate molecule.

Wilson and Fries also studied the thickness of surface films. Their findings are very striking because they come to the conclusion that surface films grow until the final thickness varies from 10 to 40 microns. These would be giant polymolecular layers of 4000 to 16,000 molecules thick! ! More adaptable to the idea of monomolecular films in emulsions is Wiegner's contention that the absorbed layer in milk has a mean thickness of 6.8 μ μ. The complex protein molecule may well be assumed to form a film twice or three times that of the simple stearate molecules.

## STRENGTH OF FILMS

It should be easily realized that the thickness of films is no criterion for their strength. The strength of a film depends principally upon the affinity between the film forming molecules. The forces responsible for this are a result of the stray valences in the molecules. These forces have a very short range of action, in fact they become practically negligible unless the molecules are in very close contact. The electronic forces which come into play diminish much more rapidly than gravitation (inversely as the fifth power instead of inversely as the square). This means that an expanded thick layer would show considerably less strength than even a very thin but condensed film.

The strength of interfacial films, and films in general, has been studied by many experimenters. Nutting describes films which developed after petroleum was standing in contact with water. He found that these films have very great strength. Wilson and Fries mention that stronger films are found with higher concentration of oleate. But it is not until lately that efforts were made to obtain quantitative expressions for the strengths of the film.

Rehbinder and co-workers[9] used the number of seconds that bubbles would stay at an interface (existenzdauer) as an expression for the strength and rigidity of the films. Values for the degree of rigidity of absorption membranes were also obtained as follows: mercury in a diluted solution of the surface-active substance was cut to the bottom

* Bimolecular films, however, probably surround animal cells, the polar groups being directed toward water on both sides of the layer.

of the plate; figures were thereby formed with elastic properties. The duration of the deformation in the mercury surface gave a demonstrative picture of the strength of the film.

The most complete work on film strength, however, has been done by Serralack, et al[5]. In a very important investigation the strength of the coherent films of many emulsifiers was measured with the use of a Du Nouy interfacial tensiometer but modified in such a way that the platform could be raised at a constant slow rate by a motor driven machine. The results are such as to be of great help in the formulation of more stable emulsions. Changes in the strength of a film with time and the influence of the concentration of the emulsifiers particularly were investigated. The important facts from these investigations are that the strength of films is a specific property of each system (e.g. one emulsifier will give strong films with some oils, while the same emulsifier will give weak films with other oils; also one same oil with the various emulsifiers will develop films of very different strengths). Also some films become stronger with time while others are constant or decrease in strength but in most systems the film strength passes at first through a minimum. The opinion is expressed that at the first moments is measured the interfacial tension rather than the film strength. As the molecules at the interface change their original state to form a coherent film, the value of the film strength is measured.

Increase of the concentration of the emulsifier increases also the rapidity of film formation, shortens the time required to give the minimum strength and flattens this minimum. In several cases the minimum is practically absent or not measurable.

The authors point out the fact that these experiments should not be interpreted as giving any indication about the *efficiency* of an emulsifier; lowering of the interfacial tension (small particle size) and rapidity of film formation (early protection against coalescence) are really the main factors, although film strength is of course favorable. Seldom will one substance fulfill all conditions desired in an ideal emulsifier and it has been found often necessary to use a blend of surface-active material to give multiple protection to the dispersed particles. Mentioned is the fact of a well-known stable edible emulsion which contains three emulsifiers: tragacanth for quick film formation, acacia for strength and agar for body.

It should be said, however, that the contrary is often true and emulsifiers may be antagonistic to each other. For instance, sulphonated castor oil, lecithin, or sodium oleate together with acacia do not form a stable emulsion. Other incompatible systems are acacia-pectin, also acacia-gelatine, etc., whereby the phenomenon of coacervation enters into the picture. Colloids in the coacervate state, although carrying opposite charges, do not precipitate each other mutually but on the contrary, form clusterlike formations with separation of water as a new phase.

Water of coacervation should not be confused with water of syneresis, however, which is simply excess water thrown off through some structural changes taking place in a colloidal gel.

### INFLUENCE OF THE pH ON FILMS

The stability of many emulsions is often drastically disturbed by a change in the pH of the system, that is the coherence or the strength of the film is disturbed.

The film forming properties of group I in the table are not at all or little influenced by small changes in the pH, group II is influenced by *de*creasing the pH, group III is influenced by *in*creasing the pH, while group IV is influenced both by a decrease as well as an increase of the pH. In the second group the free acid is precipitated by the lower pH, while in the third group the free base is precipitated by the higher pH*. The members of the fourth group being proteinic, have an amphoteric molecule, that is they can form an anion as well as a kation and there is a critical pH, the iso-electric point (e.g. for gelatin 4.7) where they behave neither as an acid nor as a base. But it is not sure if at this point we have a *maximal* ionization (the whole molecule ionized equally as an acid and as a base) or a *minimal* ionization (the molecule not ionized in one direction or another).

The important properties of the proteins show a critical value at this iso-electric point, e.g., the total swelling, the viscosity, conductivity, etc., most important of all, however, the stability as emulsified colloid. The tendency to coagulate and precipitate is greatest at that point, therefore film forming properties are little pronounced; because the attractive force between the emulsifier and the "surrounding water is at a minimum," as it often has been expressed, which reminds us strongly of the hydration theory of emulsification.

In accordance with this, it was found that the emulsification efficiency of gelatin was at a minimum at 4.7 (its iso-electric point**). But, as so often occurs in emulsion problems, some workers claim to the contrary that non-hydrated gelatin was found more efficient for emulsification; in fact, they observed stability at the iso-electric point. It is difficult to understand how a really coherent and strong film could be formed by any proteinic substance at its iso-electric point. Investigations of Tice[16], however, have proven definitely that gelatin is a very effective emulsifier for O/W systems if the solution has a pH from 1 to 3. * * *

Gums act differently than proteinic emulsifiers. Acacia emulsions are stable over a very wide pH range (2-10), tragacanth only over a very narrow one (1.9-2.3). But it is not clear whether this is due to the type of the absorbed film formed or just to the mechanical properties of the continuous phase.

In studying the influence of the pH on the important properties of colloidal films, it becomes necessary to take into consideration the free elec-

* The sulphonated derivates, however, are generally quite stable to acids as well as to alkali.
** Not all types of gelatin have an iso-electric point at this pH.
*** Also at pH 8.0 depending on gelatin precursor.—*Editor.*

trical charge on the surface. This free charge, if not present in dilute colloidal solution, must become noticeable when colloidal particles are as closely packed as in a dense film because a complete change in the distribution of electricity in their electrical double layer should be expected. The individual particles now tend to repulse each other which prevents complete contact. When the charge becomes so small as to be unable to prevent contact, there can no longer be stability and flocculation may take place. In solutions of varied hydrogen ion concentration the value of this charge, when in extremely close packing, will depend upon this concentration. This explains briefly the above sensitivity of interfacial films to a change in pH.

From the resume in the above paragraphs it can be ascertained how very important the study of film formation is from the purely theoretical standpoint as well as in the technological field. Through assiduous, constructive investigations we have gained fundamental knowledge of films and film formation. Conclusions and results, however, are often contradictory and it must be admitted that we cannot yet frame satisfactorily an entirely adequate picture of this comparatively new chapter of colloid chemistry.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## The Dealer's Sales Problem

A SYMPATHETIC understanding and appreciation of the retailer's merchandising problems will be a great aid to the manufacturer in developing sales, it was pointed out by R. J. Ingram, display and promotion manager for the Bristol-Myers Co.

The window is the retailer's primary advertising medium and the high rental value of windows makes it necessary for him to utilize it fully. That means he must display a variety of items rather than a single item.

The Bristol-Myers Dental Needs selling theme is carried out so that retailers are able to display competitive dentifrices, tooth brushes, mouth washes and dental floss. The Bristol-Myers Co. reserves the center of the display window. Experience shows, Mr. Ingram pointed out, that dealers appreciate the broad vision of the company in helping them sell other dental products which thus enables them to increase the average sale per customer.

## Permanent Waving Creams

by MAISON G. DENAVARRE

WITHIN the past two months or so, a new kind of preparation has been offered for use in permanent waving hair. It is an emulsion of the water-in-oil type, claimed to be rich in lanolin.

After looking at a half dozen different brands, it has been found that only one product is stable. All others have separated in the tubes because of salting out or change of emulsion phase.

Solutions used in permanent waving of hair are strongly alkaline and contain high concentrations of salts. Both factors tend to throw the emulsion over into the oil-in-water type or to break the emulsion completely. That is exactly what has been found in case of the unstable products mentioned above.

One of the purposes of a cream permanent wave preparation is to bring the hair down off the spindles in a soft, moist and glossy form. Another purpose is to overcome deterioration of the active material, a problem well known to all manufacturers of permanent waving solutions. With the oil as the outside phase, together with the fact that the cream is packed in tubes thus leaving practically no "head space" above the material, the mixtures are stable and do not lose potency.

Naturally, absorption bases mixed with lanolin come to mind at once. The mixture forms an excellent vehicle for the solutions to be emulsified therein. The water content should be preferably around 70 per cent or more. Keep the temperatures down low or your alkalies will volatilize. Manufacture as you would any absorption base cream. Use perfume stable to alkali.

The presence of large quantities of lanolin in the cream gives the hair a beautiful feeling and appearance after waving. The results are indeed pleasing to see.

## Etching Solutions

A NUMBER of glycerine-containing metal-etching solutions of interest to everyone in the metallurgical field are presented by Dr. B. Egeberg and N. E. Promisel in a recent article in "Metal Industry."

For etching aluminum and its alloys, these authorities recommend that the freshly polished, cleaned specimens be warmed in hot water and treated immediately with the following etchant:

| | |
|---|---|
| Nitric acid | 1 vol. |
| Hydrofluoric acid | 2 vol. |
| Glycerine | 3 vol. |

White metals such as tin, lead, antimony, bismuth and their alloys, as well as Britannia metal, may be etched with the following solution:

| | |
|---|---|
| Nitric acid | 1 vol. |
| Acetic acid | 3 vol. |
| Glycerine | 15 vol. |

After proper etching, the specimens are, in all cases, rinsed in hot running water and dried in an air blast.

# PERFUME IS BOUGHT FOR FRAGRANCE

***Why there is no competition between manufacturers of perfume made largely from natural materials and manufacturers of perfume made entirely from synthetic materials . . . A common sense viewpoint for labeling perfumes***

by C. F. BOOTH

*Director, Perfume Division, Fritzsche Brothers, Inc.*

A DIFFERENCE of opinion seems to exist in Washington respecting the practice presently obtaining whereby manufacturers of synthetically compounded perfumes sell and offer for sale their products labeled or picturized in such a way as to lead the public to believe that the perfumes, thus synthetically compounded, are made from the oil absolute or from the flower named or implied on the bottle. I do not agree with the position taken that this is an unfair trade practice because perfumes are sold and purchased for their fragrance only.

Many perfumes can be made only synthetically, and lilac is a good illustration. Lilac blossoms do not yield themselves to a process of volatile extraction; yet, the perfume of lilac can be more truly reproduced synthetically than can many other perfumes which are based on natural flower essences. It should be pointed out that the perfumer must be permitted to use every means and material available to obtain his objective. Synthetic aromatic chemicals are today indispensible. No longer is the perfumer entirely limited and bound by the vagaries of nature. With these new synthetic products added to his laboratory, he is able to bring to full bloom the complete odor of a flower. Aromatic chemicals enable improvement upon the flower scent.

The public is not at all concerned about how the perfume is made or with what products as long as the fragrance satisfies. I reiterate: perfumes are sold for their fragrance and nothing else.

For a clearer conception of perfumes in general, let me point out that aromatic chemicals, in many cases, supply a missing note which is lacking in a number of natural essences made by either extraction or steam distillation. To be specific in this instance, when a chemist some years ago discovered that phenyl ethyl alcohol, a chemical constituent of otto of rose, was being partly lost in the steam during distillation, the discovery helped to improve the odor of rose perfume. By simply adding the amount of phenyl ethyl alcohol which the natural rose lacked, the perfumer could reproduce more faithfully in perfume the true odor of the flower.

In other cases the use of aromatic chemicals has enabled the perfumer to build up the perfect odor of a flower, such as neroli which is so difficult to gather and distill that not nearly enough true oil could be made to supply popular demand.

To the best of my knowledge, there are no perfumes marketed anywhere in the world which are made entirely of natural materials. The best grades of French and American perfumes, in a round way, consist of absolute flower essences, animal and vegetable tinctures and fixatives and aromatic chemicals. Synthetics or aromatic chemicals comprise the major portion of these perfumes. A good average for a high grade perfume would be 20 per cent natural flower essence, possibly 10 per cent fixative which can be natural or synthetic and the balance aromatic chemicals. We have examined many high grade perfumes and find those utilizing more than 20 per cent natural oils are extremely rare.

Considering the practical and commercial side of this issue, what would happen to the soap maker were he limited to the use of natural essences? Soaps are made today in every conceivable odor; 5 and 10 cents are the average selling prices for a cake of toilet soap. The public, in some cases, will pay 25 cents or more but that market is limited; $2 up to $4 or $5 per pound for the perfume seems to be an absolute limit for 100 pounds of soap. There are exceptions which are rare. Synthetics must comprise the major portion of soap perfumes to meet the condition of price. Even if absolute flower essences were sufficiently low in cost to permit their application in soap, they would be entirely ineffective and completely lost in a very short time after incorporation in soap stock due to oxidation. What applies to the soap industry also would apply, in great part, to the cosmetic industry.

My opposition to any legislation changing the present status is predicated on a conviction and belief that perfumes are sold and purchased for their fragrance. It certainly is not an unfair practice for manufacturers of synthetically compounded perfumes to sell and offer them for sale under the title of some flower whether it be lilac, rose or jasmine. The most forceful point I can think of lies in the fact that there is no competition between the manufacturers of perfumes made entirely of natural materials and the manufacturers of perfumes composed entirely of synthetic materials because there are no manufacturers of perfumes made entirely of natural materials. Any regulation changing our present status would have very far reaching and disastrous results on the U. S. perfume and cosmetic industry.

# desiderata

*Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations*

by MAISON G. DE NAVARRE

**Liquefying Cream**—One supplier offers a liquefying cream base already prepared. All you have to do is to remelt it, perfume, and pour into jars. The oils, fats and waxes are correctly proportioned to avoid sweating and to maintain consistency throughout the year. The price is appealing.

**Aging Alcohol**—Maturing or aging alcohol by means of colloidal silver is a method that offers some possibilities. As little as one hour's treatment of pure spirit increases the esters by 16 per cent, reduces acids by 25 per cent and reduces aldehydes by over 60 per cent. The method is finding greater application in the production of wine and liquor but holds promise for maturing mixed perfumes or the alcohol from which good perfumes and toilet water is produced. Only a trace of the material need be added and after proper aging, the material is filtered off.

**Triethanolamine Creams**—Help! Help! Are you one of the people making cosmetic creams by means of triethanolamine, with white or/and colored pigments? If so, please be good enough to write me in care of THE AMERICAN PERFUMER. We are interested in ascertaining the earliest date at which such a cream was made.

**Handling Balsam Peru**—Working Balsam of Peru into a cream, lotion or ointment is a mess. It has been found that by using a particular new solvent, that the Balsam can be worked into creams or emulsions without any trouble at all. Makers of *stimulating creams* please note.

**Tall Oil**—The mixture of fatty and rosin acids from pine wood is referred to in foreign literature as *tall oil*. The material is also available in this country under trade names. Two grades are available from one supplier, the better one having a higher concentration of fatty acids. The material finds use in making cheap soap and soap products, metal cleaners, metal polish, paints, emulsions, cutting oils and many other uses. Pine fatty and rosin acids may be hydrogenated or sulfonated. It is expected that 150,000,000 pounds of this product may be available per year in the future if needed.

**Synthetic Bergamot Oil**—The situation regarding natural oils such as that of bergamot makes it very interesting to investigate synthetic oils built up from materials that aid in stabilizing the price of the synthetic oil. A number of aromatics suppliers offer faithful duplications of bergamot at half and less the price of the natural material. For all ordinary uses the synthetic material is satisfactory. The same holds true for other oils. The lavender situation abroad is believed to be critical. By using some of the newer materials made from synthetics, it is possible to at least stretch your present stocks of lavender oil so that they will last a considerable time. Absolutes of rose and jasmin can likewise be stretched with some of the duplications available from a number of sources. Chances are that other duplicates also can be had for the asking. The time to check up is ripe. Do it now!

**Preserved Oleic Acid**—Preserved oleic acid capable of withstanding rancidity over prolonged periods of time is now available in two grades, a highly refined and an ordinary one. In making your emulsions and creams with oleic acid, rancidity has always been one of the problems. Check into this new product and see if it doesn't help you solve your problems.

**Deodorant Creams**—Each year about this time a rush of enquiries requests formulas for greaseless type deodorants, of the anti-perspirant type. Use 15 to 20 per cent of acid emulsifying glycerol monostearate, together with 3 to 5 per cent glycerine, 3 to 5 per cent spermaceti, 1 to 3 per cent titanium dioxide, from 5 to 12 per cent of one of the aluminum salts from the group aluminum chloride, sulphate or sulfocarbolate or a mixture of any two or three of these. Alum may be used but keep in mind that its maximum solubility is in the vicinity of 4.5 per cent at best. When using sulfocarbolates take care that iron does not come in contact with the product or a discoloration may result.

**Gum Substitute**—Another gum substitute having a pH of 3.4 in 10 per cent water solution is now available. The product may be neutralized with alkali if so desired. Solutions must be preserved to prevent mold growth. Mucilages of this material are miscible with other gums, resins, salts and solvents.

**Re: Stainless Clad Steel**—One of the makers of equipment has passed along comments on the use of stain-

less clad steel in tank manufacture. Says he: "Standard clad metal is not economical to use unless the metal thickness required is in excess of 3/16th of an inch. In other words, where less than 3/16th of an inch metal will serve the purpose, the clad metal is not applicable from the price and fabricating standpoint . . . heavier metal is used in large, flat or rectangular tanks." This is an interesting angle inasmuch as there is a lot of talk about saving money by using "clad" metal. Small tanks up to perhaps 50 gallon capacity or even more, are just as economically made from straight stainless steel as from clad metal.

**Cosmeticopeia—** It has been illuminating—this reading over of different opinions regarding the forming of a Cosmeticopeia. Everyone has talked about the finer side of it, that is, the altruistic and scientific side. But there is another side to it too . . . unfortunately. That is the business side. Who would support the book and the body in whose hands the work would be placed? The couple hundred houses capable of understanding it? The libraries? The two thousand odd traceable manufacturers of cosmetics?

Let's get down to facts. Everyone knows that there are but a couple hundred manufacturers of cosmetics who could understand a good Cosmeticopeia. You can't expect them to support the cost of the work even on a ten-year revision basis, let alone an annual basis. People outside of the industry would have no more reason for buying the book—they would have to be sold, you know—than cosmetic manufacturers would have for buying a book on sausage manufacture.

*If* you had a good scientific group within the industry, it would be a nucleus from which you could work. That is, providing the idea of a Cosmeticopeia is a sound one.

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**FTC Interpretations Needed**

Immediate action by the Federal Trade Commission to clarify its rulings and interpretations of the Wheeler-Lea amendments is needed in the interest of simplifying the difficult task of complying with the provisions of the law, according to Dr. Frederick Cullen of the Proprietary Association, formerly head of F.D.A.

# QUESTIONS & ANSWERS

**303. Cream Shampoo Formula**

*Q: We are interested in cream shampoo similar to Vitae Fluff. Can you furnish us with a working formula for a preparation of this type?* H. J., Illinois.

A: We are not acquainted with the product you mention and accordingly can not offer comments on it. However, a cream shampoo may be made by dissolving soap bars in water to a pasty consistency containing from 40 to 50 per cent total fatty acids. You might even experiment with commercial myristic acid saponifying the same with potassium hydroxide or triethanolamine. After saponification is complete you might add two to five per cent of self-emulsifying propylene glycol laurate to give the preparation a creamy appearance. The source of supply on this material is sent to you under separate cover.

**304. Saponine Substitute**

*Q: Is it possible to obtain a substitute for saponine which would have the same foaming qualities for use in hair tonic?* G. V., Oregon.

A: A wetting agent soluble in a hydro-alcoholic mixture is quite probably your best substitute. A particular type to experiment with is mentioned in the letter coming to you under separate cover.

**305. Sunburn Cream Cost**

*Q: We have been making the following sunburn cream (formula follows). We think this is a very fine cream but somewhat expensive. Would you care to criticize this formula especially from the standpoint of making it cheaper for manufacture without lowering its quality.* H. C., Michigan.

A: You may considerably cheapen the formula by eliminating or reducing the lanolin, absorption base and glycerin and in their place add 10 per cent of mineral oil, 5 parts of light amber petrolatum, 3 parts of the trade named product and increase the water to 66 parts. We question very much whether the percentage of chemical used as sun screen in this formula will do what you expect the preparation to do. Names of other ingredients for this purpose are sent to you under separate cover.

**306. Foam Bath Powder**

*Q: Can you give us any information on how to incorporate wetting agent, color and perfume into a foam bath powder using 25 parts of wetting agent.* J. P., Arizona.

A: Incorporation of the wetting agent into a foam bath powder is rapidly accomplished by means of a pony or a tumbling barrel type mixer. After the powders are intimately mixed the color and perfume, previously dissolved in a hydro-alcoholic solution, are sprayed on the mixed powders while they are being agitated.

**307. Permanent Wave Oil**

Q. *I would appreciate having a formula for a permanent wave oil solution?*—G. A., Mont.

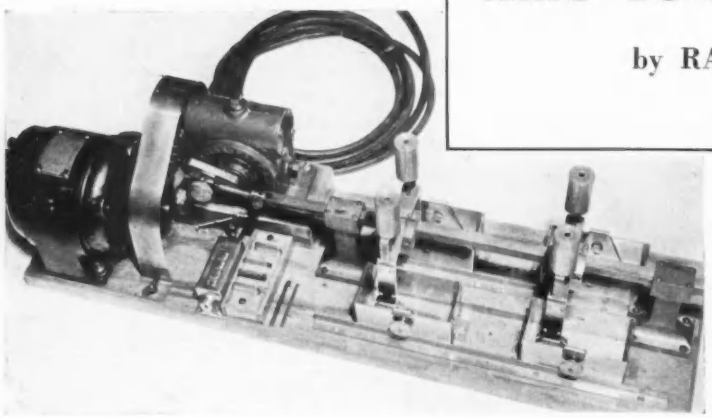
A. You may try the standard formula, as follows:

| | |
|---|---|
| Borax | 2 parts |
| Ammonium carbonate | 3 " |
| 28% Ammonium hydroxide | 10 " |
| Water to make | 100 " |

The borax or the ammonium carbonate may be replaced with 2 to 5 parts of sodium sulfite depending on the texture of the hair to be waved. Two ounces of permanent wave oil will give a milky solution. A source of supply of this oil is sent to you under separate cover.

# AIDS TO BETTER PRODUCTION

by RALPH H. AUCH, A.B. CH.E.



### DUSTY PACKAGES

For those products that go to market without an individual carton, dust accumulation is a definite problem. For every retailer who uses a dust cloth as the goods are unpacked, there are several who do not. What to do!

Almost without exception corrugated liners are used to form cells for such containers in the shipping cases. Die cutting of the partitions has long been resorted to, to keep down carton dust even though their manufacturers have rebelled on occasion.

The extraneous dust can be kept down by close inspection, to be sure carton flaps meet squarely and closely and are securely glued. If the box is such that the inner flaps do not meet, a sheet of kraft paper cut to size and inserted before sealing, is helpful. Otherwise, gummed tape should be used to keep out dust in transit and during storage.

Cheap paper bags for each individual container also have been used for this purpose. However, the cost of the bag and the extra labor is not likely justified, unless it also functions to prevent label scuffing.

### ABRASIVE TESTER

Finally yielding to repeated requests, a suitable abrasive tester is illustrated above. It is at once apparent that it is home made. To those sufficiently interested in such a device, a little study will disclose its construction and principle of operation.

The motor drives a speed reducer whose shaft terminates in an arm adjustable for length of stroke, while a counter is provided to keep account of the number of strokes. Four stainless steel boxes are fitted with holders to clamp the test pieces rigidly in place. The reciprocating brushes may be replaced for certain tests by fabric pads shown in "stand-by" position.

The brushes or pads are pressed against the four test pieces by dead weights. Each cylindrical weight, plus the weight of each vertical arm and brush (or pad) must be identical to make results in the pans comparable. Unless each part of each set is ground to a high degree of accuracy of weight, they are not interchangeable. This may or may not be done, as conditions warrant.

A definite weight of abrasive made up into a definite weight of free flowing slurry, is also necessary for comparable results. Four different abrasives on four identical test pieces, or one abrasive on four dissimilar test pieces, can be run simultaneously, for example. Reliable results have been obtained on abrasives for tooth pastes and tooth powders, silver and metal polishes and household cleansers.

Not only is the amount of abrasion as determined by difference in weight on an analytical balance of interest. The nature and regularity of any scratches, determined by examination under the microscope or low power glass dependent on the application of the abrasive, is of equal or possibly greater importance.

### FIRST AID

Small plants usually look to the chemist to provide all necessary first aid and all cases of minor accidents and indisposition are directed to the laboratory. Since almost invariably the employees are largely women, there is a serious drawback to this arrangement. They will report for accidents but not for some of their indispositions. When ill, both quality and quantity of their work suffers.

One small plant has employed a young registered nurse who works as a regular assembly line operator, except when ministering to employees. The others know she enjoys a higher rate of pay, but are not in the least resentful and have made a confidant of her.

### GUMMED VS. UNGUMMED LABELS

Obviously in discussing the relative merits of ungummed and gummed labels, hand labeling only is being considered. With the present-day devices for quickly and neatly moistening the gummed side of the label, this hand operation is materially expedited. The moistening devices which brush apply the water are worthy of consideration.

It is true that gummed labels cost more and that the curling tendency has not been completely whipped. Nevertheless, for small spot labels in particular, there is a swing back to gummed stock.

Bureau of Pharmacy
University of Md

# Packaging PORTFOLIO

CHARLES OF THE RITZ: The new Summertime toilet water and dusting powder, said to have the fragrance of spring flowers, are packaged in pale pink with a seasonal decorative motif.

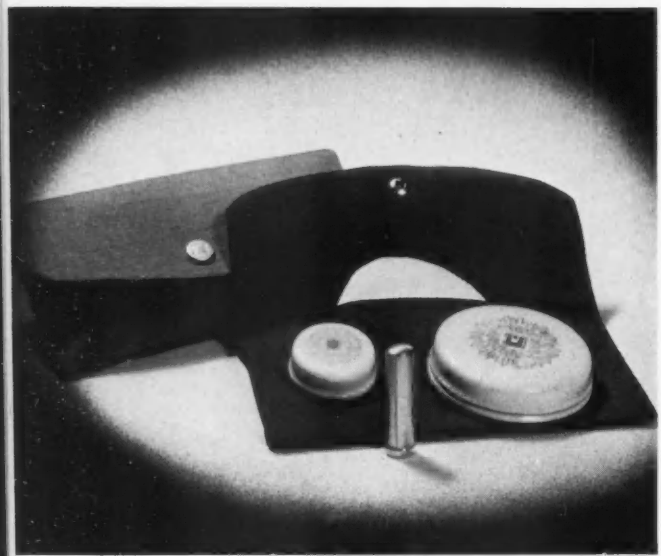
PARFUMS SCHIAPARELLI: Cologne and bath sponges perfumed with Salut, the lily fragrance used for this designer's perfume début, are introduced. Sponges are packaged in blue.

ELIZABETH ARDEN: Candy Cane compact, lipstick and make-up are launched for summer fashions. Narrow red and white stripes encircle the lipstick and snuff-box compact.

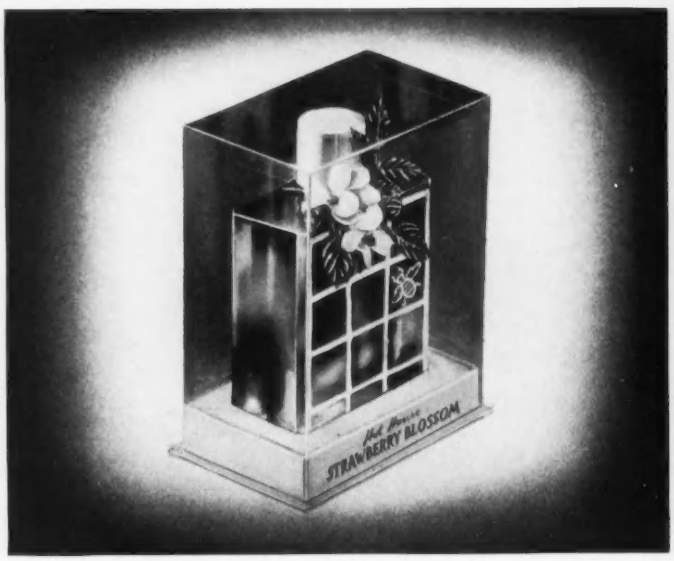
CORDAY: Cordette, purse-sized flacon of perfume in a gold metal case, and an ivory satin sachet in matching fragrance comprise this gift package, offered in an ivory-colored box.

HELENA RUBINSTEIN: A removable slim silk make-up case containing five items is enclosed in this new alligator grain handbag with gold clasp, suggested for traveling use.

BARBARA GOULD: Daphne Garden Fragrance is a new cologne; the same odor is one of three used for the firm's new Bath Bubbles. Labels and cartons bear Daphne flower motif.



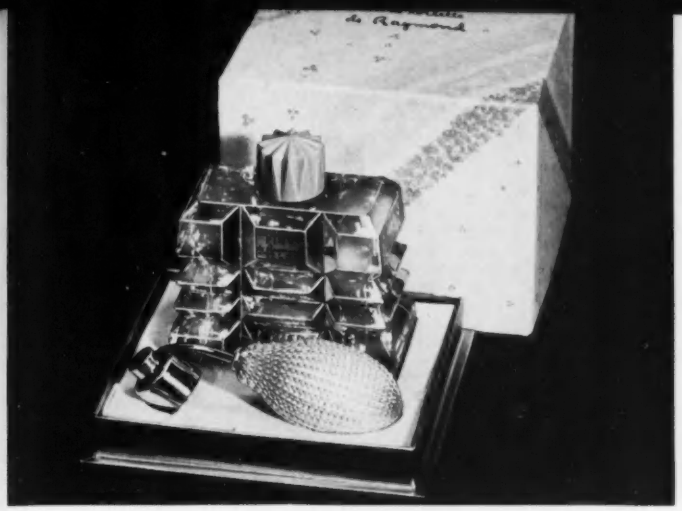
LUCIEN LELONG: Each Pif Paf Puf case holds make-up to harmonize with the kit's color. Available in six solid colors and five strips, a kit holds powder, rouge and lipstick.




LIGHTFOOT SCHULTZ CO.: Hot House Strawberry Blossom cologne is presented in a square cut bottle, tied with a nosegay of strawberry blossoms, and packaged in an acetate case.

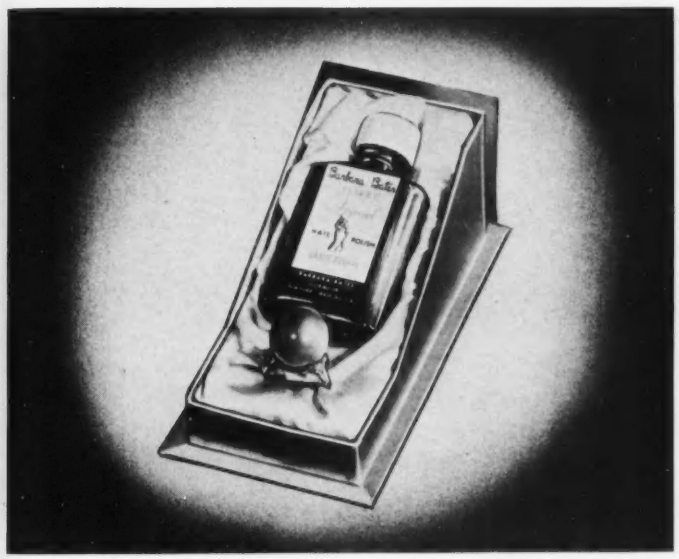
ANTOINE DE PARIS, INC.: Navy blue canvas with red piping, zipper and rubberized lining constitutes the new compact beach kit which holds suntan preparations and make-up items.

LA CROSS: Beachcomber Kit, a striped silk case in red (or blue) and white, holds one of the new Beachcomber nail polish shades, polish remover, cuticle remover, manicure aids.



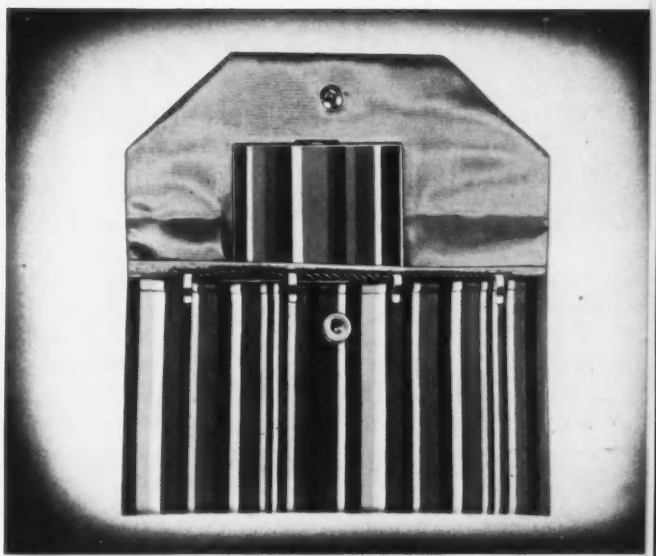

PARFUMERIE DE RAYMOND: The crystal toilet water bottle accompanied by an atomizer top comes in a square white box with rainbow and stardust trim. Seven odors are available.

MARIA DANICA: To promote use for suntanning, this firm has put its cream from the one jar treatment set into tubes. The package has the same gold lettering on black background.



BARBARA BATES: For its new type of package, Twin Finger Jewels, this firm combines its iridescent Jewel Appeal polish with a sterling silver ring with cabochon setting.

KAROFF, LTD.: Five bottles of perfume, each a floral odor, are dressed in black silk caps and gowns and enclosed in a box resembling five books. A diploma gift card is attached.



VANSTYLE SPECIALTIES CORP.: A Compact Bag in regimental stripe pattern is introduced. The compact fits into a pocket; other pockets and sections, for usual handbag items.

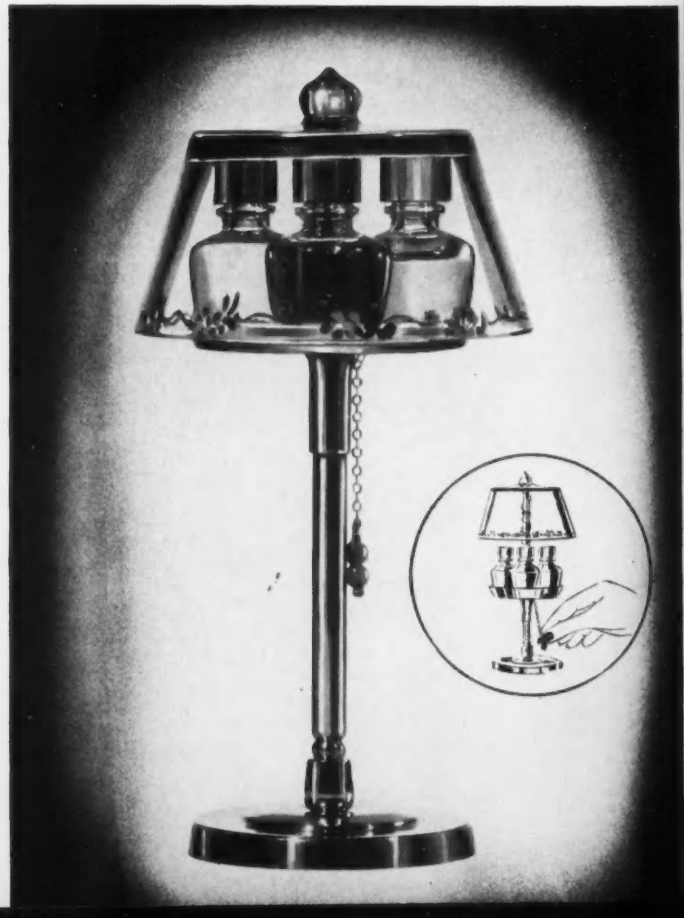
SHULTON, INC.: Friendship's Garden, new bouquet fragrance, is introduced in toilet water. The bottle, copied from an American antique, is wrapped in white flower-sprayed paper.

SOLON PALMER: Cologne now appears as a companion item to Dress Parade perfume. The same military motif and colors, red, white and blue with gold, are used in the packaging.

LENTHERIC, INC.: A new style decanter for Tweed Bouquet is in modern vase type with raised U-shaped panels. The label is a gold-tone; the tall wooden stopper, black walnut.

MAISON JEURELLE: Interlaced forget-me-nots form name and garland on both bottle and carton for this firm's restyled cologne package. Blue and pink predominate in the coloring.

STUART PRODUCTS CO.: Perfume Lamp is a miniature floor lamp holding three bottles of perfume in lieu of light bulbs. A novel device permits removal or replacement of bottles.



# Flavors

## INDUSTRY SECTION

*A section designed to chronicle the activities and to epitomize the spirit of energy, the new viewpoint and the desire of the flavor products industry to be in the forefront as ways improve and methods change*

# HOW TO FLAVOR ALL TYPES OF TOBACCO

*Tobacco manufacturers are constantly seeking new and attractive flavors to tempt the public*

by J. L. HINDLE

*President, Standard Synthetics, Inc.*

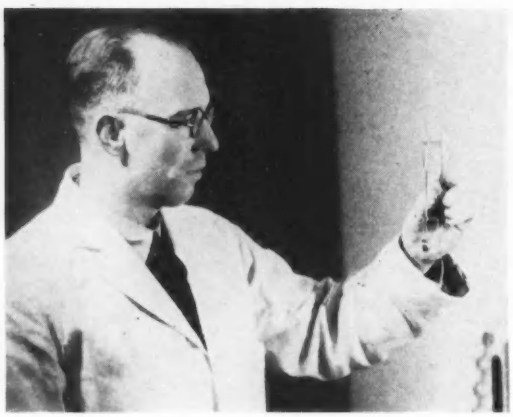
THE average smoker usually expresses amazement when told that the tobacco he enjoys is perfumed artificially and if he were shown a list of the hundreds of ingredients utilized by tobacco manufacturers to impart flavor to cigarettes, cigars, pipe-smoking and chewing tobaccos, and snuff, he would be still more incredulous. Tobacco perfuming is an art in which experts are few. They work behind the scenes in works laboratories continually devising new formulae, examining samples of tobacco grown in various parts of the world and testing for nicotine, ash and moisture content, etc. Before the actual alcoholic solution of perfume base can be sprayed onto the tobacco, many factors have to be considered, such as:

(a) District in which the tobacco was grown. This may mean a variation in flavor even though the localities may be as close together as Virginia and South Carolina.

(b) Moisture and nicotine content of the tobacco.

(c) Period for which the tobacco has been aged and cured, and at what temperature.

(d) Method of processing.



J. C. Hindle at work in his laboratory

These factors all have to be allowed for in making up the compounded perfume, since they all affect the finished odor, thus it will be seen that the problem of tobacco flavoring is extremely complex. The published literature on this subject is meager, though William A. Poucher includes an instructive chapter thereon in his renowned *Perfumes, Cosmetics, & Soaps*, and Mr. Tanner has published a book called *Tobacco*.

Owing to its complexity, and the fact that firms manufacturing tobaccos rely on advertisements stressing purity of flavor as their chief selling point, the subject of tobacco perfuming must always remain somewhat mysteriously in the background. Another point worthy of consideration is that of government supervision of manufacture for the assessment of duties. On this matter governments vary. For instance, in the United States perfume ingredients are permitted which would be disallowed by the British Board of Customs and Excise. Cigarettes containing menthol are not made in England, and balsam of Peru, which is extensively used in the United States, probably would be forbidden by the British on the ground that it might increase the weight of the tobacco.

## ESSENTIAL OILS AND AROMATICS USED

It might prove interesting to list some of the essential oils and aromatics now being used extensively for blending flavors for tobaccos as follows:

### ESSENTIAL OILS

| | |
|---|---|
| Bergamot | Cinnamon leaf |
| Cascarilla | Cloves |
| Cassia | Coriander |
| Celery Seed | Geranium |
| Cinnamon bark | Peppermint |
| Sandalwood | |

### AROMATICS

| | |
|---|---|
| Ambergris | Ethyl formate |
| Amyl acetate | Ethyl pelargonate |
| Amyl butyrate | Extract of rum |
| Amyl cinnamic aldehyde | Geraniol |
| Amyl salicylate | Heliotropin |
| Balsam Peru | Linalool |
| Balsam Tolu | Mush ketone |
| Benzyl acetate | Otto of rose |
| Benzyl benzoate | Powdered orris |
| Brandy and fermented wines | Tonka beans |
| Coumarin | Vanillin |

This list could of course be extended to include ingredients used in fancy perfumes of all kinds.

Essential oil of Cascarilla bark, a rare and very expensive oil distilled in the West Indies, is said to be used in perfuming cigars. Cigar boxes must be made of cedarwood or cedrela wood and usually are perfumed before use by spraying inside with a solution of aromatic oils such as sandalwood, patchouli, and geranium. A freshly opened box of cigars generally reminds one of the odor of oil of clary sage.

The storage of all tobacco is also a most important matter, for unless correct temperature and humidity of the air are maintained, the carefully blended flavor will tend to deteriorate. Thus modern cigar stores install a special air-conditioner or humidor to preserve their merchandise.

## USE OF OLIVE OIL

Olive oil is extensively employed in amounts up to four per cent to moisten and bind together tobaccos which are required in plugs for pipe smoking. The perfume is incorporated before pressing and is noticeable on subsequent cutting open of the plug.

Tobacco manufacturers in the United States are continually on the lookout for new and attractive flavors in order to tempt the fickle public and at present such flavors as rum, honey, maple, molasses and spicy flavors having an odor reminiscent of Christmas pudding, are popular.

A list of typical tobacco flavors offered by a firm of worldwide renown contains the following blends: amber, almond, American cigarette, banana, British rich, cigar base aroma (free from alcohol), capstan type, coffee (free from alcohol), chewing (free from alcohol), Egyptian, flake, general flavor, Havana, honey, honeydew, jasmine, Latakia, lemon, nut, navy cut, Manila, orange, peach (California), pineapple, pipe-tobacco, plug, Porto Rico, rose, rum, smoking, Turkish vanilla, Virginia.

## DIFFICULT TO MATCH ODORS

From the foregoing remarks, it should be obvious to the reader that the problem of matching the odor of a brand of tobacco is a difficult and lengthy job. The final criterion always must be the result obtained when the tobacco is actually smoked.

To end this article on a philosophical note, consider the fine state of dispersion of the aromatic substances emanating from a lighted cigar for a few seconds in a large room and then ponder on the amazing sensitiveness of our olfactory organs which can perceive such a minute trace of perfume. Then consider a hound who follows a scent quite beyond human ken, and lastly remember Fabre's famous experiments with male moths that found their way hundreds of miles against the wind back to the abode of their mates. These are subjects as yet unexplained by scientists.

# FLAVOR CLINIC

Conducted by J. A. BOUTON

## Summer Drink Concentrates

WITH the advent of warmer weather and the soft drink season, many manufacturers have launched on the market their summer drink concentrates. These concentrates represent various types of formulae. Some are liquid and are bottled in various sizes ranging from one to eight ounces; others are in powder form, and all are intended for the same purpose, namely, to flavor, color, acidify and in some cases sweeten a specified amount of water—a gallon, for instance, or two gallons.

The usual channels through which products of this kind are marketed are department stores, 5 & 10c stores, grocery stores, and in some localities door to door agents. The biggest purchasers of these concentrates are housewives who feel that they are handy to have around the house on a hot summer day because it is a simple matter to prepare a cool, refreshing drink for the kiddies, friend hubby or unexpected guests.

Unfortunately many of the drinks made from these concentrates are cool but far from refreshing because they lack the essential quality necessary to refreshment—flavor. Recently this department examined several specimens representing various different types, concentrations, flavors and prices, in order to determine their merit as far as flavor value is concerned. The flavors criticized were raspberry, cherry, strawberry and grape. The instructions on the label were followed to the letter but the flavor in the best one was just barely discernible; the others were merely colored water and not good colored water at that because of the high acid content which no doubt was intended to make up for lack of flavor. This state of affairs should not be because, even if the field is a strongly competitive one, the volume of manufacturing and consumption is enormous; and if it is enormous with inferior products, what would it be like with first-rate products? We believe that if some enterprising manufacturer would endeavor to make a good summer drink concentrate in the most popular flavors, market it as a quality product and as a main line instead of merely a side line (as most of them are) he would be able to build up a sizeable business.

### PREPARATION OF CONCENTRATES

The preparation of these summer drink concentrates is rather simple. The liquid concentrates usually contain water, citric or tartaric acid, certified food colors and flavor. The powders of course contain sugar or anhydrous cerelose together with citric or tartaric acid, certified food colors and flavor. In actual practice a good procedure to follow in making the liquid concentrates is first to make the color solution by dissolving the dry color mixture in the proper amount of water. The water should be free from mineral salts, as these are likely to precipitate some of the color after the product has been bottled. Some of this difficulty could be eliminated by boiling the water and then filtering it before adding the color. It would be a wise precaution however to use only distilled water if the cost is not increased too greatly. The mixing should be carried out in glass lined tanks or in tanks made from an acid resistant alloy. The next step should be that of incorporating the concentrated flavor over a small part of the correct quantity of acid, gradually adding more acid until the whole amount is used. This operation could be carried out in a mounted revolving drum in order to insure proper mixing. The amount of acid to use is usually about one-half pound to one gallon of

concentrate; a little more could be used with good results but it would not be advisable to use less. The amount of flavor would of course depend on its concentration and this information could be obtained from your source of supply. This acid-flavor mixture could then be added to the tank containing the color solution, and the concentrate is finished. It now remains for it to be drawn off, bottled and labeled. The choice of a bottle and label should depend on eye appeal as this undoubtedly will help to encourage initial sales, but bear in mind that the repeat sales depend on flavor alone.

MAKING POWDERED CONCENTRATES

The making of the powdered concentrate can be carried on in the revolving drum mentioned above. The procedure varies in a few essentials from that for the liquids. One essential difference being the choice of a flavor for the powdered concentrate. The flavor used should contain very little, if any, glycerine or water as a solvent as both of these ingredients tend to either attract or create moisture, thereby not only making the powder cake but giving impetus to the possibility of mold and yeast formation. It is also advisable to use a little more flavor than is needed in order to allow for some loss of flavor due to evaporation or shelf life. Also it would be a good procedure to mix the flavor with some gum acacia, say about two and one-half pounds gum acacia to a 100 pound batch of the concentrate. The gum will act to a certain extent as a protective colloid and thus minimize loss through evaporation.

The acid can be mixed in with this gum-flavor mixture. The color should be incorporated with the sugar or cerelose using gradual amounts until the whole is mixed completely. Then add the gum-acid-flavor mixture to the sugar-color mixture and mix well. The concentrate is then ready to be packaged, and the choice of a package should be given much thought both for its attractive and protective values. We might mention here also the possibility of incorporating Vitamin B-1 in both of the above products. This addition would give your product not only a nutritional value but an extra sales punch. We offer this as a suggestion, why not investigate its merit?

## Facts and Figures

**Carbon Dioxide Gauge**—While on the subject of beverages we think it advisable to mention a handy little gauge, which was called to our attention recently. It is used for testing the carbon dioxide content of carbonated beverages and can be manipulated by the most inexperienced employee with ease. You merely clamp it down on the neck of the bottle as it leaves the filler, secure the clamp nut and take your reading. It should be invaluable to bottlers of carbonated beverages as it will enable them to check the charge of their product at regular intervals and assure them of uniform carbonation. The latter is very important not only as an aid to the flavor of the drink but also from the standpoint of controlling spoilage. If you are interested, write this department for further details.

**Soda Pop Recipes**—Incidentally have you received your copy of the book the American Bottlers of Carbonated Beverages published containing recipes for using soda-pop in home-made punch, ice cubes, salads, cocktail juices, desserts, etc.? We think this is a swell idea, one that might have many possibilities.

**Effect of War on Flavors**—The situation in Europe is very strongly making itself obvious to flavor manufacturers. Since our last issue the prices of several raw materials necessary to compounding flavors have taken tremendous leaps above normal quotations. In fact there are many items which are almost completely sold out and orders are being taken subject to delivery from abroad. In the case of vanilla beans it probably will not be very many more days before pure vanilla extract will be an almost priceless commodity. We would advise you to check your stock of essential oils, aromatic chemicals, flavors, etc., and act accordingly. It is a little too early, at the present time, to determine what products will be affected most by the recent turn of events but you may be assured that any products coming from Europe will be difficult to secure.

## Questions and Answers

**Lecithin in Emulsions**

Q: *Would the use of lecithin in emulsions make them smoother, transparent, lighter texture than such things as gum acacia, gum tragacanth, or gelatine? Will lecithin make a non-thickening emulsion?*—Dallas, Texas

A: The use of lecithin in emulsions would not in itself make the emulsion smoother. The smoothness or rather homogeneity of an emulsion depends upon the proper balance between the oil and the medium in which it is suspended. Even this condition will not insure excellent results unless care is taken to break up the oil-colloid globules into very small microscopic sizes. This can best be accomplished by processing the crude emulsion through one of the many types of homogenizers or colloid mills now on the market. The fact that lecithin is insoluble in water and does have emulsifying properties clearly indicates that you could not make a transparent emulsion using it. It swells in water producing a cloud but not to the same extent as gum acacia or gum tragacanth. By the terms "lighter texture" and "non-thickening," I believe you mean the degree of viscosity of emulsions. In this connection we would say that the viscosity of an emulsion would depend on the amount and kind of gum used. Some gums have a greater swelling power than others and when used pound for pound would have a tendency to form a more viscous product. A comparison between the use of lecithin and gums such as acacia and tragacanth could not

be made because a good stable emulsion could not be produced by the use of lecithin without the aid of gum.

**Compounds**

Q: *We would like to call your attention to such chemical raw materials that are being offered by some manufacturers labeled as if they are definite chemical aromatics when the fact is they are compounds. This becomes serious to manufacturers of extracts who have occasion to change to another essential oil firm and to find the chemical aromatic is entirely different from a previous source.*—Texas

A: The difference in quality of raw materials whether they be essential oils, definite aromatic chemicals or anything else is an accepted fact and should be taken for granted. If it were not for this difference and the fact that one company tries to outshine another by producing a better product at a better price, we would not be able to enjoy the tremendous progress made by American industry.

This department can do nothing about the fact that you have received compounds labeled as definite chemicals except to advise that you choose your source of supply carefully, standardize your product and hope for the best.

**Fixatives in Flavors**

Q: *Will you please send us a list of books containing sections on the use of fixatives in flavors?* —Michigan

A: The idea of incorporating ingredients in a flavor or perfume formula because they exert fixative powers seems to be one of considerable controversy but there does not seem to be any publications on the subject. It seems logical to suppose, however, that if the flavor chemist made a study of the physical constants of his ingredients he would be able to arrive at some definite facts concerning the fixative powers of his flavor. For example: if a flavor is to be incorporated in a candy that is cooked to 300° F. and each ingredient in that flavor has a boiling point higher than 300° F. together with an oil solvent it is not very likely that there will be much of a flavor loss through volatility. In this sense the flavor would be fixed.

Leslie S. Beggs
2nd Vice-President

E. Leidy Brendlinger
Secretary

Dr. Clarke E. Davis
President

John H. Beach
1st Vice-President

## Speakers for F. E. M. A.

By E. L. BRENDLINGER

THE annual convention of the Flavoring Extract Manufacturers' Association of the United States will be held at the Drake Hotel, Chicago, Ill., on June 24, 25 and 26.

The business program will be developed around the present new food, drug and cosmetic laws with reference to the label, carton, bottle, and the product. Many new developments have arisen since the law has become effective and numerous interpretations of the law have been made, which appear to be different from what they were a year ago.

Ole Salthe, consultant to the U. S. Department of Agriculture, will speak on "Industrial Relations."

Dr. J. W. Sale, senior chemist, Food Division, Food and Drug Administration, will speak on "Labeling Problems Affecting the Flavoring Products Industry."

James L. Donnelly, vice-president of the Illinois Manufacturers Assn., will speak on the "Modern Trend in Legislation."

George Johnson, general manager for the American Institute of Laundry, will speak on "Trade Association Objectives and Accomplishments."

Howard Trumbull of the Homemakers' Guild will discuss the bottle situation under the new law. Movies will be shown in conjunction with the talk.

Additional speakers will be: Dr. Arthur E. Paul, acting chief, Central District, U. S. Dept. of Agriculture; Mrs. Wilbur E. Fribley, Chicago, Ill.; F. J. Cullen, M. D., of the Proprietary Association, Washington, D. C.; and Hugh J. Burras, Chicago, Ill., and Dr. James M. Doran, Washington, D. C.

## F. E. M. A. Entertainment

By JOHN H. BEACH

WALTER H. JELLY of W. H. Jelly & Co., Inc., representative of Seeley & Co., Inc., who is chairman of the F.E.M.A. convention committee in Chicago, reports that an unprecedented number will attend this year's convention. Walter H. Jelly called his committee together on May 3 at the Drake Hotel, where they met with the executive committee of the F.E.M.A., to discuss this year's

program. It is unanimously agreed that he has done a fine job and his report is as follows:

The business end of the program under the leadership of Joseph A. Gauer of Fritzsche Brothers can report one of the finest programs that we have yet had. Outstanding men on containers, Dr. Sale from the Dept. of Agriculture, Ole Salthe, consultant to the Food and Drug Administration, and many others are slated to discuss the various problems confronting the industry.

Arthur C. Drury of A. C. Drury & Co., Chicago, Ill., chairman of the entertainment committee, has prepared the finest program in our history. A release on this will be sent out by E. L. Brendlinger of The Dill Co., Norristown, Pa., secretary of our association. It promises to be outstanding as well for the ladies who attend the convention and this should be sufficient reason for the members to bring the ladies along. We promise that the ladies will enjoy the program immensely and a rapidly increasing interest in the past few years with respect to them has prompted our selective program. The entertainment features will include bridge, luncheons, fashion show, dinner dance, and reception with the annual banquet, including ten acts of vaudeville.

Dr. B. H. Smith of Virginia Dare Extract Co., Inc., chairman of the standards committee; Louis A. Rosett of Florasynth Laboratories, Inc., chairman of the scientific research committee; C. L. Fardwell of McCormick & Co., Inc., chairman of the legislative committee; George H. Burnett of Joseph Burnett Co., chairman of alcohol tax reduction committee; W. A. Karl of McCormick & Co., chairman of costs committee; Benjamin A. Toby of S. Gumpert Co., Inc., chairman of the bulk sales promotion committee; Leslie S. Beggs of The Styron-Beggs Co., chairman of trade relations committee; Frederick W. Stechmann, Jr., of van Ameringen-Haebler, Inc., chairman of the advertising committee; William F. Fischer of Magnus, Mabee & Reynard, Inc., chairman of the transportation committee, and John H. Beach of Seeley & Co., Inc., chairman of the membership committee, have most interesting reports to make on the year's activities. They have been well prepared and members of this association should not miss this convention which promises to be full of interesting topics.

Kindly make your reservations for rooms at the Drake Hotel in Chicago, June 24, 25 and 26, as promptly as possible through E. L. Brendlinger of The Dill Co., Norristown, Pa.

## Vanilla Bean Market

By RUFINO CAGIGAL, JR.*

THERE have not occurred any particular changes in the vanilla bean market, either here or abroad, which might affect the market. It can be said there is no weakening in prices, especially abroad, even though occasionally local quotations have been unsettled. The demand has been fair on all varieties, especially on Bourbon vanilla beans, and it is expected to increase as the season advances.

Stocks on all varieties are on the low side, and have a considerable bearing on the present situation. Therefore, there exists an upward tendency of prices. The stocks are also very low in the primary markets. It is very difficult to know the exact amount of beans available in the Bourbon Islands, but it is believed that stocks are very small. Offers from these sources are very scarce and always at higher prices.

Recent reports from Madagascar indicate the crop is damaged to a "great extent" in the Antalaha, Sambava and Ankahiba sections because of floods and cyclones which occurred early in March. The same reporter estimates the new Bourbon crop to be about 350 tons in all the Indian Ocean. However, these reports have not been confirmed from other sources.

* M. Cortizas Co.

## For The Ladies

By E. LEIDY BRENDLINGER

THE association has felt that the program of entertainment should be more interesting this year than it has been for some years past, particularly for the ladies. This program has been arranged so that the ladies will be entertained every minute from the time of their arrival at Chicago until the convention has adjourned.

A very splendid ladies reception and entertainment committee has been arranged by the convention committee in Chicago. The entertainment for the ladies will include a luncheon bridge and bunco with prizes on Monday afternoon. In the evening a dinner dance will be held at the famous Edgewater Beach Hotel.

On Tuesday, a luncheon and fashion Show will be given at Marshall Field's with the exclusive showing for the benefit of the ladies attending the convention.

On Tuesday evening, President and Mrs. Davis will receive at a reception prior to the banquet. In addition, several of the officials will entertain at cocktails prior to dinner. The banquet itself will be outstanding in that we have included one of the finest orchestras in the Chicago area for dancing and ten especially chosen acts of vaudeville and entertainment. This is going to be one of the highlights of the entire affair.

*Please note*—Although the suitable wearing apparel for the men is summer sport clothes, we find it has been customary for the ladies to prefer the traditional dinner gown for attendance at the banquet on Tuesday evening. However, this is optional and not compulsory by any means.

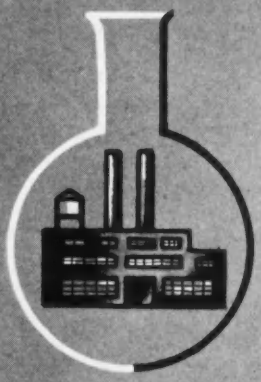
Wednesday will be given over to visiting points of interest in Chicago, such as, the Art Institute, Field Museum, Aquarium, etc., or whatever may be desired by the individual ladies.

All of this entertainment is given for the registration fee of $15.00 per person with no extra penny spent by any lady on the trip. (The latter opinion is that of the author.—*Editor.*)

THE AMERICAN PERFUMER

# Soap

## INDUSTRY SECTION



*A section devoted to the manufacture and sale of toilet and laundry soap and soap products covering new raw materials in soap making and new uses for old raw materials, as well as new processes and developments*

*Photo courtesy Procter & Gamble*

# RAPID BLEACHING OF LIQUID TOILET SOAPS

*Safe and foolproof process outlined . . . Bleaching with $H_2O_2$ . . . How chilling and filtering aid the process*

by PAUL I. SMITH

CONSIDERABLE care is necessary in the treatment of liquid soaps and one of the safest and most foolproof processes is given by K. Lukin, *Maslo-boino Zhirovoc Delo*, 10, No. 9-10. 1934. The soap paste containing 30-35 per cent fatty acids is dissolved in 95 per cent alcohol and is treated with sodium sulphate free aluminium hydroxide freshly precipitated from aluminium sulphate by means of caustic soda. When sedimentation is complete, the soap is decanted and a fresh batch of soap is added directly to the residue without further addition of aluminium hydroxide. After 12 to 15 treatments the aluminium hydroxide is recovered from the residue as aluminium sulphate by treatment with sulphuric acid with simultaneous liberation of the fatty acids contained in the residue. It is stated by the writer that the residue may also be used for the preparation of hard soap by treatment with caustic soda and the aluminium hydroxide into aluminates which pass into the wash water.

Chemical bleaching of the soap base may be carried out with hydrogen peroxide and, if necessary, the process may be repeated two or three times,

until the required degree of bleaching is obtained. If necessary treatment with fuller's earth, activated earth or activated carbon can follow. Naturally chemical or physical bleaching, especially if the soap has to be filtered, is an expensive procedure and it is usually much cheaper and less troublesome either to bleach the oils before saponification or preferably to use only the finest and palest oils, such as American cottonseed oil and high grade coconut, etc. Oils for liquid soap can be refined in the same way as edible oils and usually a simple heat treatment is sufficient. This may, however, be combined with washing either with water or steam as a final precaution.

Liquid soaps are often chilled and then filtered. The chilling throws down free fatty acids, albuminous impurities and other substances which are either in fine suspension or soluble only with difficulty. There is a good deal of difference of opinion concerning what might be termed the optimum degree of chilling as good results have been obtained at many different temperatures. A good method is to cool to —20 deg. C., then allow the soap solution to return slowly to —0 deg. C. before filtering. This gives slightly better results than filtering at the first low temperature.

WHEN SOAP CONTAINS ADDITIVES

Some modern liquid soaps contain additives, such as super-fatting substances, e.g., stearic acid, montan wax, paraffin wax, etc., which inhibit the separation of certain desirable ingredients of the soap during induced turbidity and settling. A U. S. patent No. 2,105,366 covers such a process. The method deals with the manufacture of potassium liquid soaps which normally involve filtering or other purifying process. These soaps contain stearic acid, montan wax, paraffin wax, lanolin, higher fatty acids, etc., in addition to the normal settling and turbidity promoting agent, such as certain inorganic flocculants. The inhibiting action of these super-fatting agents is sometimes of considerable value. They tend to cause what might be termed a protective turbidity.

## Notes and Comments

**Lighting Soap Factories**—For some years now the British E.L.M.A. Lighting Service Bureau, London, has been carrying out research on factory lighting and the result of their work is now available in book form. With reference to soap manufacture the lighting in foot candles recommended by the Bureau is as follows: kettle houses, cutting, soap chip and powder 8 foot candles with a range from 4 to 6. Stamping, wrapping and packing, filling and packing soap powder 8 foot candles with a range from 6 to 10. These recommendations are above those specified by the British Factories Act, 1937, which has just come into force and which merely states that over the interior working areas of any factory the illumination at floor level, or at three feet below the level at which work is carried on, shall not fall below 1.0 foot candle without prejudice to the illumination required for the work itself. This is, of course, the minimum standard and it is a very low one. In connection with the lighting of soap plants in Great Britain a considerable improvement has been effected by painting wherever possible all exterior faces of plant and machinery with aluminum paint. This practice is particularly valuable in wartime when skylights and windows have been blacked out and very little daylight is allowed into the factory. A device which one manufacturer has thought of to solve the black-out problem is to floodlight the white walls and thus help by indirect lighting to improve the general illumination afforded by direct lighting.

**Koroseal Products**— Of considerable practical interest to soapers is the use of pump lines and flexible hose made of the comparatively new vinyl plastic, Koroseal, manufactured by The B. F. Goodrich Company, Akron, Ohio, U. S. A. Similar products are available in Europe, particularly well known is the German product Mipolam. The most interesting property of Koroseal is that, unlike natural rubber and, indeed, even some forms of synthetic rubber, it is not only completely resistant to swelling and disintegration in the presence of vegetable and mineral oils, but even shrinks slightly, due to the removal of a very small quantity of the plasticiser by the oil. Provided the temperature of the oil does not exceed 165 F., excellent service can be expected. Koroseal tubing or Koroseal canvas reinforced tubing can thus be expected to have a long life when used for pumping oil out of tank cars into receivers. Hitherto flexible steel rubber coated pipes have only lasted a comparatively short time.

**Keeping Uniform Appearance**— The ability of a soap tablet to keep its smooth and uniform appearance and texture on storage and during use depends on several factors, the most important being high titer value of the fatty acids, presence of free salt, the maximum being 1 per cent and improper mechanical working of the soap during milling and plodding. These points are stressed by Thomssen and Kemp, "Modern Soap Making." It is, however, advisable to point out that whilst these are highly important contributory factors, they are by no means the only ones. Experienced soapers realize that choice of fats plays a part in influencing appearances. Some raw materials, particularly coconut oil, are notoriously troublesome and have, therefore, to be watched with care. Unsuitable or excess of fillers or additives may also cause cracks to appear in the soap. The addition of too much scrap soap to the regular soap base is another cause of trouble. Apart, however, from any effect due to improper processing or use of unsuitable fats, builders, etc., cracks can appear in the soap if it is stored under bad atmospheric conditions, particularly very dry conditions or alternate dry and humid conditions. Exposure to light and air also tends to promote surface changes and it is, therefore, highly desirable that toilet soap especially should either be wrapped in at least two thicknesses of paper or packed in boxes.

**Cleaning Pipe Lines**—Difficulty is often experienced in cleaning out tank cars used for transporting oils and fats, also in the cleaning and conditioning of pipe-lines, coils, jets and valves, etc. Direct steam is generally used but there are occasions when even steam under considerable pressure will not clear clogged and blocked passages or remove hardened grease deposits from the surfaces of tubes and vessels. Considerable interest is being aroused in Great Britain in the possibilities of the Dezolvator apparatus. This is a compact and very mobile device which consists essentially of a pressure vessel having a capacity of about 70 gallons. It is fitted internally with heating coils which may be connected to any steam or other heating supply. The vessel is divided in an annular manner so that its two compartments may be filled with similar to dissimilar solvents and other materials as desired. By means of the heated coils, pressure is generated in the Dezolvator and a relatively low pressure (atmospheric) within the tank or other appliance being cleaned, the solvent is directed with great velocity to all sides and thus penetrates deposits on the walls, seams and fittings, where it will condense and thus free the surfaces from oily and like matter. The sludge formed may be drawn off and the solvent recovered for future use. From 10 to 20 minutes is average time taken for cleaning a 14-ton tank car and approximately 7 to 8 gallons of solvent are used. The chlorinated solvents give good results with all oleaginous materials.

## Whey Detergents

ECONOMIC utilisation of whey is often a serious problem for large urban dairies as the material does not stand the cost of transport over any considerable distance. One method of overcoming the difficulty is to convert it into a laundry soap ingredient by concentration in vacuum and removal of the proteins which are liable to stain the wash.

In the process of German Pat. 659,567, whey which has been evaporated to half of its original weight in vacuum at low temperature is incorporated with an alkaline agent and a starch. The proportion of alkali (*e.g.*, a carbonate, borate or silicate) is adjusted to give a solid product which can be easily powdered after cooling, while the starch content should not exceed 20 to 30 per cent of the total weight.

A typical mix comprises 25 per cent evaporated whey, 45 per cent soda (anhydrous), 15 per cent potato flour and 15 per cent soluble starch. Protein is removed from the rennet whey at the outset by stirring continuously at 80° C. to precipitate the protein, which is allowed to settle for one hour before decanting off the clear whey.

The dry product obtained by mixing this whey with soda is finally incorporated with the starch. There are several reasons for including a proportion of soluble starch: The colloidal particles readily formed on boiling the wash form an absorbent medium for the particles of dirt eliminated by the other ingredients; they protect fabrics against the danger of drastic alkaline action; and, finally, they impart a smoothness to fabrics which enhances their rub-resistance. Another advantage of these whey detergents is that they do not form lime or magnesium soaps in hard water.—*Manufacturing Chemist.*

## Inks with Glycerine

AS a standard ingredient of many types of inks the value of glycerine has long been recognized because of its exceptional solvent powers, hygroscopicity, low freezing point and other important physical properties. Writing, copying, hectograph, stamp-pad, recording, mimeograph, printing, lithographing and a host of other inks are benefited by the inclusion of this unique fluid.

To illustrate the versatility of glycerine in this connection the formulas of a few typical and a few out-of-the-ordinary inks are presented. They are, in general, easy to prepare and used for the purposes indicated.

FINGER PRINT INK

| | |
|---|---|
| Glycerine | 112 parts |
| Ferric chloride | 10 parts |
| Carbon black (colloidal) | 1 part |
| Acetone | 90 parts |

WATER-SOLUBLE PRINTING INK

| | |
|---|---|
| Glycerine | 100 parts |
| Gum arabic | 50 parts |
| Water soluble dye | 10 parts |

INVISIBLE INK

| | |
|---|---|
| Cobalt chloride | 3 parts |
| Water | 64 parts |
| Glycerine | 1 part |

STENCIL INK

| | |
|---|---|
| Prussian blue | 2 parts |
| Lampblack | 1 part |
| Gum arabic | 3 parts |
| Glycerine | sufficient |

Mix the powders and make into a suitable paste with glycerine.

STAMP PAD INK FOR PAPER

| | |
|---|---|
| Aniline dye | 10–20 parts |
| Glycerine | 600 parts |
| Water | 200 parts |
| Alcohol | 200 parts |

## Automobile Polish

A good liquid car polish can be made from:

| | |
|---|---|
| White spirit | 2½ pt. |
| Mineral oil | 2½ pt. |
| Turkey red oil | 4 pt. |
| Ammonia | 1 oz. |
| Water | 1 pt. |
| Glycerine | 1 pt. |
| Formaldehyde | 8 oz. |
| Fuller's earth | 9 oz. |
| Bentonite | 6 oz. |

Mix the oils together, add the abrasive powders and then the water, glycerine and formaldehyde. Mix rapidly until a smooth product results.

# EDITORIALS

### RAW MATERIALS FROM ABROAD

FROM the days of Caesar to the present, the valley of the Meuse has been the pathway and the battlefield of all of the great armies of Europe. Now, if reports from military commentators received as this issue is about to go to press are to be credited, there is a possibility that the major theatre of the war may be shifted to another locale.

In that event, supplies of natural raw materials which have come to this country by way of the Mediterranean are likely to be cut off.

While this might not have an immediate effect, as most of the larger houses have adequate supplies for some time to come and the smaller ones can see ahead for some months, if the war should be prolonged for a year or more, the situation would be far otherwise.

### SUGGESTIONS AT T. G. A. CONVENTION

FROM a long range viewpoint one of the most interesting and constructive suggestions for work to be undertaken by the Toilet Goods Association for the welfare of the industry came in the report of the director of the Board of Standards.

The time will come when the counsel of the Board on advertising and labeling will no longer be of paramount importance. But will the time ever come when carefully considered and wisely directed scientific research will fail to uncover facts of value to manufacturers of toilet goods? If the results are made available generally, the industry will profit largely in the long run.

Scientific research sponsored about fifteen years ago by the American Manufacturers of Toilet Articles was wholly in the field of pure science. Unfortunately, it was abandoned too soon, for results from such work must be measured over the years. The present suggestion has a practical, a definite and undeniably a difficult objective. Even though it be undertaken for the practical purpose suggested, it must not be overlooked that such work frequently —as in the case of saccharine and bakelite and many others—produces most useful results in wholly unsuspected ways.

Another suggestion which struck a responsive chord was that of the president to give the associate members some real voice in the direction of the affairs of the industry. In the past associate members have supported the association liberally, finding their reward in the general prosperity of the industry. But there have been occasions when more could rightly be expected as evidently was sensed by Mr. Brooks.

### ENTICING SUGGESTIONS FROM CUSTOMERS

SPEAKERS on merchandising like to point out that as the buying public becomes more intelligent and critical the success of manufacturers will depend more and more upon the attention they pay to constructive, reasonable and intelligent criticisms and suggestions from consumers.

No one disputes that. Most manufacturers insist that their doors are always open to suggestions from customers. The real difficulty comes in getting the suggestions. The most practical suggestions, experience shows, have come indirectly. Companies such as the Northam Warren Corp., the Lehn & Fink Products Corp. and the Lambert Pharmacal Co. could relate interesting examples of how complaints and suggestions from customers that have traveled from the consumer to the retailer, to the jobber or to alert salesmen and finally to the company have been turned into profit. Experience also demonstrates that directly asking for suggestions and criticisms rarely produces practical results.

Perhaps the simplest plan for getting criticisms and suggestions from customers was that evolved by E. H. Koehler, formerly vice-president of V. Vivaudou, Inc. He worked out a plan whereby several hundred demonstrators in stores all over the country were trained to be alert to note all criticisms and suggestions made by customers. On the regular report forms of each demonstrator a column was left to jot down whatever came to them in the way of criticism or suggestion no matter from what source, in their contacts with the ultimate consumer. In this way the company was able to find out and weigh all ideas and suggestions likely to benefit its line.

Like so many other things it is easy to point out what should be done. The real problem is to find some practical, feasible means for doing what all agree should be done; and then to find men able to do it.

*Soothing thousands* **TURNER** *from* **TUBES**

★

# TURNER WHITE METAL

COMPANY, INC.

*New Brunswick*

*New Jersey*

# New Products and Processes

**Public showing of odor adsorber**

A public showing of the Dorex odor adsorber, a device no larger than a midget radio, which is designed to effectively extract from the air of a room all types of unpleasant odors, is being made at the Architects Samples Corp., Park Ave. at 40th St., New York, N. Y. The operation is observed by means of whirling ribbons. A fan sucks air through perforated metal tubes filled with highly activated coconut shell carbon which has the property of extracting and retaining even faint traces of noxious odors. Large odor adsorber units are also shown. An interesting sidelight is a container full of the actual liquid that comprises odors when finely dispersed in the air. Additional information may be had for the asking.

**Cello-lume brushes**

Analytical balance brushes made in America are offered by the Varniton Co. The cello-lume brush, as it is called, is intended to replace the camels hair brush for use in the analytical balance. It is primarily intended for dry powders. It is made from aluminum tubing and cellulose fibers which the maker claims will not pull out, change color or be decomposed by pests. It will also be found useful for removing dust and dirt from delicate laboratory instruments. It has a wide sweeping head and because of its softness it is stated that it will not affect the brushed objects. A sample will be sent on request to any one interested.

**Method for joining metals**

For joining aluminum or aluminum alloys to each other or to other metals and for joining other metals such as steel, copper, brass, monel metal, stainless steel, zinc, tin, silver, etc. Colaweld metal joiner is offered by the Colonial Alloys Co. No separate fluxes, solders or welding rods are necessary it is stated. The metal joiner in paste form or powder, mixed with water, is applied to the surface of the metals to be joined. The metals are placed together and low heat is applied by flame, hot air, oven, iron or other means. Further details will be sent on request.

Joined in fifteen seconds

**New quarter-ounce plastic boxes**

New quarter-ounce rouge or cream boxes are offered by Norton Laboratories Inc. The bases are in black

New plastic cream boxes

Durez with special properties: one type with a maximum moisture resistance and the other with highest oil resistance. The tops are available in a variety of colors. The size of the new boxes, it is pointed out, makes them especially suitable for premium or introductory sampling. Further information may be obtained.

**New soldering process**

A new soldering process that is claimed to be faster, simpler, less wasteful and that increases the range of applications and makes for easier manipulations and that also facilitates work on small articles is offered by the Wayne Chemical Products Co. in its meltomatic paste solder. With it, tinning, it is pointed out, is simple as it is only necessary to apply it with a brush, heat and wipe with a cloth. The self cleaning and self fluxing paste solder is supplied in containers of various sizes. Further details about it will be supplied.

**Electronic liquid level control**

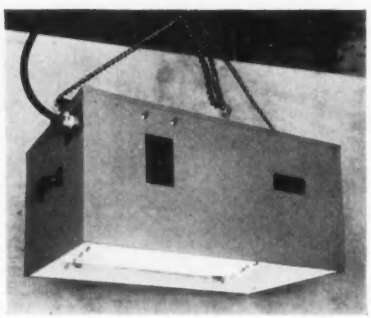
Photoswitch liquid level control renders possible automatic level control of liquids of any electrical resistance without the use of float switches the Photoswitch Inc. states. According to the maker's description, it is activated by a pair of probes which are placed in the liquid at the level where control is desired. When the liquid reaches this level sufficient current passes through the liquid to actuate the pilot relay. The electrical resistance between probes may be as high as 25 megohms. The maximum current passing through the actuating circuit of the pilot relay is 3 millionths of an ampere. The relay operates solenoid valves, pumps, etc., to maintain constant liquid level. This control is extensively used in tanks of corrosive fluid, of liquid having high electrical resistance, in sanitary tanks, etc. Complete information will be sent on request.

**Abrasion resisting enamel**

A new enamel claimed to be abrasion resistant is offered in 22 colors by Baer Brothers. The high gloss enamel coating is especially intended for use on concrete floors and on any interior surface where a glossy, long wearing, overnight drying finish is desired. It is also intended as a hard wearing gloss wall paint which it is claimed will withstand innumerable scrubbings. A color card and full information will be sent on request.

**Light for matching colors**

A white light developed for properly matching colors of all types of materials under conditions requiring north sky light is offered by Color Analysts, Inc. The new unit which has numerous applications in the cosmetic field is a luminous daylight color matching lamp designed to produce a soft, diffused but penetrating white light. The light is produced by gaseous discharge tubing and being white at its source, it is added, no corrective filters or fluorescent coatings are required. The tubing is bent in the form of a grid covering the entire area of the reflector surface. It is easily removed



Luminous daylight color matching lamp

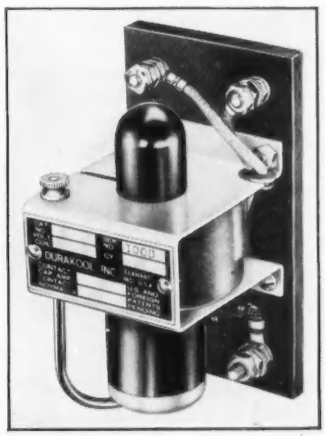
and replaced. Normal line voltage variations and temperature changes, it is stated, will not affect the quality of the spectrum during the useful life of the tubes. Mazda lumiline lamps are installed in the reflector and may be alternated with daylight for comparative machining under artificial illumination. The lamp is air cooled and insulated to insure cool operation under continuous operating conditions. Further information may be had for the asking.

**Label varnish**

Label varnish known as Varniton which is claimed to be resistant to moisture, oil, alkalis, alcohol, dilute acids and some hydrocarbon solvents is offered by the Will Corp. The varnish is spread over the label by means of an applicator brush and allowed to dry. It is recommended for labels on bottles, tubes and other metal and plastic containers such as cans, etc. A sample is available.

**Unbreakable mercury relay**

The first unbreakable mercury relay to appear on the market is offered by Durakool, Inc. According to the maker's description it utilizes the unbreakable metal body of the Durakool mercury switch and the displacement principle with solenoid actuation. As the contact structure is hermetically sealed the relay, it is pointed out, is especially suitable for use in explosive or corrosive atmospheres. It may be operated up to 300 times per minute. It is manufactured to meet ordinary requirements and is also available for special requirements up to 200 amperes capacity. Full information about its use in thermostatic controls, etc., will be furnished on request.




First unbreakable mercury relay introduced

# Catalogs and Developments

**Beeswax** and other waxes refined and sold by the Meunch-Kreuzer Candle Co. are described in a leaflet issued by the company. Other products offered by the company such as decorative and novelty candles and gift items are described and illustrated in a special folder. Either will be sent to any one interested.

**P. K. Shipkoff & Co.** S. A. has established a branch office in Sofia, Bulgaria, according to advices just received from Peter Shipkoff.

**Hobby Push Books** for 1940, created by Belnap & Thompson Inc., have met with commendable response from all who have examined them according to the company. Although the idea of a push book and push plan as an organized activity to stimulate salesmen is comparatively new, the company states that 415 more companies adopted it in 1939 over 1938.

**A new plan** to get its message before millions has been added to the American Can Co.'s extensive advertising program. Hundreds of the company's trucks operating throughout the country are now carrying huge color posters stressing products packed in its containers. The May poster featured insecticides. Its arresting and timely message "Time for Insecticides — Buy a can today" was a traveling reminder to thousands who wish protection against destructive parasites.

**The Merck Review**, a new house magazine published monthly by and for the employees of Merck & Co., Rahway, N. J., has made its appearance. The eight-page publication is bright, newsy and written in a chatty style; and like all of the Merck printed matter, it is neat and tidy.

**Industrial advantages** in Massachusetts are given in an exceedingly interesting way in an open book issued by the Massachusetts Development and Industrial Commission, Park Square building, Boston, Mass. Among states, Massachusetts is shown as tenth in the manufacture of perfumes and cosmetics. A 500-mile circle with Boston as the center embraces a rich market with a population of more than 56 million. Other interesting facts are that Boston is 200 miles nearer Europe than New York; 440 miles nearer Buenos Aires than New Orleans and 936 miles nearer Balboa, the Pacific coast port of the Panama canal, than San Francisco. In four of the most important factors influencing industrial plant location, available skilled labor, nearness of markets, low taxes and efficient transportation, the data indicate that Massachusetts is the national leader.

**Specialized adaptations** of American Tool & Machine Co.'s centrifugals for a wide variety of chemical processes are pointed out in the company's new bulletin, "Centrifugal Force Brings Speed to Scores of Chemical Process Jobs."

**Liquid soaps** and shampoo bases manufactured by the Ampion Corp. are adequately described in a folder issued by the company. All of the liquid and base shampoos are made under rigid laboratory control, starting with the raw materials right through the finished product, it is stated. The custom-made shampoo soaps for every beauty parlor need include bases and liquids. Shampoo tanks, shaving liquids, etc., also are described.

**The C. F. Sauer Co.,** Richmond, Va., whose extracts and food colors have won 18 American and European awards, is packaging its Junior Food Colors in a compact, colorful carton containing five Kimble vials of assorted colors. The use of the vials has proved most satisfactory, it is reported, from the standpoint of showmanship, consumer appeal, convenience and general utility.

Junior food colors in vials

# AMONG OUR FRIENDS

▸ Dr. Francis D. Dodge, chief chemist for the Dodge & Olcott Co., New York, N. Y., contribuated a paper on "Standards for Oil of Cassia (Cinammon)" at the recent U. S. Pharmacopoeial convention in Washington, D. C.

▸ Clifford M. Baker, director of the Toilet Goods Assn., is president of the board of Muhlenberg hospital, Plainfield, N. J., to which position he gives the same energy and thoroughness that have characterized his work for Pond's Extract Co.

▸ Arthur Mudge and Edwin C. Booth of Aromatic Products, Inc., New York, N. Y., left June 5 for a tour of all of the branch offices of the company.

▸ Miss Jessica Ogilvie of Ogilvie Sisters, New York, N. Y., who has been enjoying a well earned vacation in Hawaii has sailed for home.

▸ Charles Senior of Florasynth Laboratories, Inc., New York, N. Y., and Mrs. Senior have returned from a trip to the Pacific coast, five days of which were spent in Mexico. The trip was made principally by airplane.

▸ Col. Marston Taylor Bogert was the guest of honor at a dinner given by the Chemists Club, May 24, and was presented with a scroll as a token of his honorary membership.

▸ Thornton Gardner, managing director of Yardley & Co., Ltd., of London, arrived in New York May on the *Rex* accompanied by Mrs. Gardner. Mr. Gardner will be in this country approximately four weeks to confer with the American branches of Yardley and expects to return via Canada.

▸ George Buehler, vice-president of George Lueders & Co., New York, N. Y., will soon open his summer home at Rocky Point, L. I., where he plans to get in his usual amount of swimming and other outdoor sports.

▸ Herman Brooks, president of Coty Inc., New York, N. Y., was given a testimonial dinner June 6 by the drug and cosmetic division of the United Jewish Appeal for Refugees and Overseas Needs.

▸ George W. Merck, president of Merck & Co., Rahway, N. J., recently made his first address before the Rotary and Kiwanis clubs of Rahway. In his talk Mr. Merck pointed out the relation of his company to the other business firms of the community. In commenting on the address the Rotary Club Bulletin said: "Rahway may well be proud of this great business enterprise headed by a man as sanely and soundly social-minded as Mr. Merck. It is safe to say that if all corporations were conducted on the same level the labor problem would cease to be a problem."

▸ Ray Utter, sales manager for the Armand Co., Des Moines, Ia., has been on the Pacific Coast where he visited representatives of the company in the important centers there.

▸ Frank J. M. Miles of van Ameringen-Haebler Inc., New York, N. Y., commutes daily from Cold Spring, Putnam County, N. Y., and as for many years spends all of the time on the train reading a classic.

▸ Charles and Joseph Revson, officials of the Revlon Products Corp., have leased a de luxe cabana for the season at the smart Lido Club-Hotel at Lido Beach, N. Y.

▸ Walter E. Klaas, Jr., arrived April 29 to live with his proud father, Walter E. Klaas of the Brass Goods Mfg. Co., Brooklyn, and mother in Montclair.

▸ S. H. Ebert of Interstate Color Co., New York, N. Y., and Mrs. Ebert have returned from a vacation trip spent in Washington, D. C., and its vicinity.

▸ George Stevens has joined Kallman & Morris, New York, N. Y., for which he is arranging a complete line of toiletries comprising about 25 items.

▸ Miss Jacqueline Cochran, aviatrix and head of the cosmetic firm which bears her name, states that American women pilots have a definite place in national defense as elementary flight, navigation and radio instructors and as pilots of supply and courier planes. Unlike the late Amelia Earhart, she feels that women should remain out of actual fighting.

Jacqueline Cochran recently received the William J. McGough Memorial trophy, newly created award given by Air Service Post 501, American Legion, for aviation achievements.

▸ Victor Vivaudou, who built up an enormous business under his own name in the early twenties, is now on the staff of Shulton Inc., New York, N. Y.

▸ George V. Branigan, of Ungerer & Co., read a paper on "Proposed Standards for Oil of Cade," at the recent U. S. Pharmacopoeial convention. He returned to New York in time to attend the annual meeting of the Toilet Goods Assn. at the banquet of which Mrs. Norman Dahl, wife of the president of the Toilet Goods Manufacturers Assn. of Canada, picked his name from a hat to receive the $75 purchase award.

▸ Richard Frascati, son of Dr. A. T. Frascati, perfumer for Firmenich & Co., New York, N. Y., who is a junior in Cornell University where he is specializing in chemistry, is a member of the reserve officers training corps and will go to Plattsburg for training. In recognition of his marksmanship he was awarded a medal, a highly coveted honor among the members of the corps.

▸ James MacInnes, of the Commercial Solvents Corp., New York, N. Y., has been elected fire commissioner of Nassau County and is spending his spare time drafting a fire prevention ordinance. He is in charge also of the fire marshal's office. He resides in Syosset where he is active as chief of the local fire department.

▸ Wallace Bush of Ungerer & Co., New York, N. Y., is taking over the Cincinnati territory and plans to visit the section monthly.

▸ Walter S. Carpenter, Jr., has been made president of E. I. duPont de Nemours & Co., Wilmington, Del., succeeding Lammot duPont, who has been elected chairman of the board of directors of the company. Lammot, Irenee and Pierre duPont will continue as members of the board and the finance committee.

▸ G. T. Davis has been appointed divisional manager of the Lever Brothers Co. in the Pittsburgh district, succeeding L. H. MacLeod, who has been made diyisional manager of the Chicago district.

▸ Hoyt Shehan, sales manager for the Wildroot Co., Buffalo, N. Y., has returned from a five weeks' tour of the Pacific Coast territory.

# *Foamone*

***the perfect "bubble bath" base***

Foaming bath preparations are not a temporary fad, but have become a definite Toilet necessity. There are hundreds of chemicals producing a fairly satisfactory "Bubble Bath". Experimentation extending over eighteen months have proven that a really perfect Bubble Bath can be made with

FOAMONE

Permit us to mail you samples and manufacturing information.

*Norda*

**ESSENTIAL OIL AND CHEMICAL COMPANY, INCORPORATED**

NEW YORK OFFICE: 601 WEST 26th STREET
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ST. PAUL: 253 E. 4th STREET
LOS ANGELES: 2800 E. 11th STREET
CANADA: 119 ADELAIDE STREET, W. TORONTO

▸ Arthur A. Lanzkron, Benyhuda, House Helbreieh, Jerusalem, writes that the crop of thyme is well under way. Palestine thyme oil is exported in 400 kilo drums and is quoted at $1.10 per pound c.i.f. New York.

▸ Alexander Henderson, formerly vice-president of Allied Products, Inc., in association with Sanford Treat has purchased control of Dr. Swetts Root Beer Co., 30 Rockefeller Plaza, New York.

▸ Merton C. Robbins, Jr., son of the founder of the Robbins Publishing Co., has been appointed eastern representative of THE AMERICAN PERFUMER, succeeding Russell F. Rogers. Mr. Robbins was graduated from the University of Vermont in 1928 after which he joined the Robbins Publishing Co., serving in various departments. He then acted as western manager for three publications for two years before coming to New York as eastern representative for *Advertising and Selling*, which position he held for seven years. He is a former president of the Dotted Line Club and was treasurer of the Annual Advertising Awards sponsored by *Advertising and Selling*. Last summer, he visited the chief essential oil and raw material houses in Holland. He brings to his task much experience in advertising and enthusiasm for the future of the allied industries served by THE AMERICAN PERFUMER.

Merton C. Robbins, Jr.

▸ D. B. Strohm, Edgewater, N. J., read a paper on the "Storage of Ointments of Rose Water in Collapsible Tubes," at the recent U. S. Pharmacopoeial convention.

▸ Dr. P. H. Dougherty has joined the new products division of Merck & Co., Inc., Rahway, N. J. He received his Ph.D. degree at Yale in organic chemistry and is a member of the patent bar. He also obtained a B.S. degree and an M.S. degree in organic chemistry at the State University of Iowa. Dr. Dougherty was previously associated with the patent division of duPont. He will be located in the New York office of Merck & Co., Inc.

▸ Foster Dee Snell recently addressed the St. Joseph Valley Section of the American Chemical Society at Notre Dame on the subject of "Some Factors in Detergency." The removal of soil from textiles, dishes, metal, the skin and other surfaces depends on the same factors. Dr. Snell outlined the known factors which control the efficiency of a detergent and illustrated their applications.

▸ William F. Zimmerman, president of Helfrich Laboratories of New York, is receiving congratulations from a host of friends for winning the golf championship of the Toilet Goods Manufacturers Assn. of Canada at the recent convention. This is the first time that the championship has been won by anyone south of the border. The beautiful trophy is in Mr. Zimmerman's possession for a year. If he wins it two more times, it will be awarded to him permanently.

▸ Northam Warren, founder and president of the Northam Warren Corp., will be host at the formal opening of the corporation's new home in Stamford, Conn., June 15.

▸ Michel Pasquier has opened a new salon at 545 Fifth Ave., New York, N. Y., for sales and demonstrations.

▸ Fred Theile, president of P. R. Dreyer Inc., New York, N. Y., has returned following an extended business trip to the Coast. Mr. Theile was gone for about two months.

▸ E. L. Houston has been appointed general manager of Helfrich Laboratories of Canada, Ltd., Toronto.

▸ Russell F. Rogers, eastern representative for the THE AMERICAN PERFUMER for the past three years, has been advanced to the position of eastern representative of *Laundry Age*, *The Laundryman* and *The Laundry Year Book*, all of which are published by Robbins Publishing Co. After completing his education at Dakota Wesleyan and Iowa State colleges, Mr. Rogers enlisted in the balloon corps of the U. S. Army and was in training at the Massachusetts Institute of Technology when the Armistice was signed. Subsequently he was associated with the Pierce farm weeklies, the McGraw-Hill Co. and the Chilton Co. He then came to THE AMERICAN PERFUMER where his knowledge of merchandising and his capacity for helping in the solution of sales problems coupled with his sincerity won for him many friends who doubtless will be glad to learn of his advancement.

Russell F. Rogers

▸ Keith Scott-Watson, formerly assistant editor of *Soap, Perfumery & Cosmetics*, London, England, is now *Daily Herald* correspondence in Rome. Prior to that he was foreign correspondent for the same paper in Danzig during the Polish war and in Spain during the civil war. He has written a book called "Single to Spain," which is published in America and in England, and another book published only in America.

▸ Jean Martinat, a veteran of the World War, reports that 14 members of his family are in active service now including two brothers, a nephew and his son. In the World War nine members of his family were in service, of whom three were killed in action.

▸ Robert M. Hutchins, president of the University of Chicago, in an article in *The Commonweal* criticizes such courses as beauty shop operation which are given in two large state universities.

▸ Dr. William Lloyd Evans, head of the chemistry department of Ohio State University, has been chosen president-elect of the American Chemical Society for 1941.

▸ Nat Otte, the popular secretary of the Drug, Cosmetic and Chemical Credit Men's Assn., will entertain the group at his estate in Great Neck, L. I., June 21 when the association holds its annual outing. E. W. Farrell, treasurer, is arranging details of the affair.

▸ Carl Weeks, president of the Armand Co., Des Moines, Ia., published an advertisement in THE AMERICAN PERFUMER in September 1923 in which he suggested a clear cut platform on which fair minded manufacturers of toilet goods might firmly stand. While looking through old copies, one of the staff of this journal came across the advertisement. It is significant that all of the points urged by Mr. Weeks 17 years ago are now covered by statutes. Had his recommendations for labeling and advertising and for the elimination of more or less common unfair trade practices been adopted and followed, it is probable that cosmetics would not have been included in the Food, Drug and Cosmetic law and certain clauses in the Wheeler-Lea amendments might not have been deemed necessary. However, the latter probably would have come under any circumstances as the field covered is so broad. For the same reason, the Robinson-Patman Act probably would have been enacted in its present form. Nevertheless, the vision of Mr. Weeks in foreseeing the path most likely to benefit the industry must be conceded.

# NEWS and EVENTS

### Cosmetic tax of 11 per cent proposed—alcohol tax up also

The new revenue bill increases the excise tax rate on perfumes, cosmetics and toilet preparations to 11 per cent. The new excise cosmetic tax would take effect July 1, 1941, and would be in effect until June 30, 1945. The bill must be passed by both houses and signed by the President before it becomes law. The Toilet Goods Assn. is taking no stand against the measure. The alcohol beverage tax is to be increased to $3 per proof gallon. The officers of the F. E. M. A. appeared at a hearing to exempt alcohol for non-beverage purposes. This bill would go into effect July 1, 1940, if it becomes a law.

### Oxzyn Sales Co. now in new Clifton, N. J., plant

The Oxzyn Sales Co. is now located in its new plant at 1 Pleasant Ave., Clifton, N. J., telephone Passaic 2-6900. The New York sales office is located at 41 E. 42nd St., telephone MUrray Hill 6-3570. Notices have been mailed to all customers advising them that after May 28, mail should be sent to the new address in Clifton. All orders and contracts must be forwarded to the new address in Clifton, also.

The company also announces the new location of its Canadian plant at 144 Front St. W., Toronto, Ontario.

### French firms again express friendship in World's Fair Exhibit

Despite the war the essential oil group which sponsored the special French exhibit at the New York World's Fair in 1939 have again expressed their friendship in a notable exhibit which is to be found in the French Pavilion at this year's World's Fair.

The exhibition was initiated and carried on by the following who are well known in the United States: President, Louis Amic, director Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse; vice-presidents, Francois Morel, Lautier Fils; Francois DeLaire, administrator of the house of DeLaire, Issy les Moulineaux; and Francois Goby, administrator Tombarel Freres, Grasse. The secretary and reporter is Leon Chiris, Antoine Chiris, Grasse.

The following firms have exhibits: S. A. des Ets. Antoine Chiris à Grasse (A.M.); Lautier Fils à Grasse (A.M.); S. A. Tombarel Frères à Grasse (A.M.); S. A. Bertrand Fréres à

Louis Amic
President

Francois Goby
Vice-President

Grasse (A.M.); Payant-Bertrand S. A. à Grasse (A.M.); Ets. Decollonges Frères à Lyon-Villeurbanne (Rhône); S. A. des Ets. Roure Bertrand Fils & Justin Dupont, à Paris; Manufacturer des Produits Chimiques du Dauphin à Bourgoin (Isère); Fabriques de Laire, à Issy-les-Moulineaux (Seine); Anciens Ets. Bing Fils 32, rue de Laborde à Paris; S. A. V. Fringhian 23, rue du Renard à Paris; S. A. des Ets. Hasslauer, 89, rue de l'Université à Paris; Camilli, Albert & Lalou S. A. à Grasse

Francois de Laire
Vice-President

Leon Chiris
Secretary

(A.M.); Compagnie Africaine des Plantes A Parfum, 16, rue de l'Aviation Française à Casablanca (Maroc); Sté des Editions de La Revue des Marques & Parfums de France, 56, rue du Fg St Honoré à Paris; Gattefosse, Maurice-René "La Parfumerie Moderne," 15, rue Constant à Lyon (Rhône); S. A. Schmoller & Bompard à Grasse (A.M.); Maison Mero Boyveau, successeur Benard & Honnorat à Grasse (A.M.).

### Seek to raise minimum wage in toilet preparations plants

Questionnaires are being sent out by the Department of Labor which is making a survey of the toilet preparations industry with a view to obtaining data to raise the minimum wage of 30 cents per hour.

### T. G. M. A. of Canada has successful meeting

An excellent entertainment program arranged by J. L. Shannon and his committee and a carefully considered business program contributed toward making the annual meeting of the Toilet Goods Manufacturers Assn. of Canada at the Seigniory Club, June 3 and 4 a complete success. Details of the meeting will be published in the next issue.

### Cannot use "laboratory" in trade name unless one is actually operated.

V. G. Fernandez, trading as Wonder Laboratory, Chicago, Ill., has agreed with the Federal Trade Commission to cease using the word "laboratory" as a part of his trade name until he actually maintains or controls one under the direct supervision of a qualified scientist.

### Food and Drug Administration now under Federal Security Agency

The United States Senate approved President Roosevelt's fourth reorganization plan, May 14, which in part includes the transfer of the Food and Drug Administration from the United States Department of Agriculture to the Federal Security Agency. The transfer became effective as of June 11, 1940.

The entire personnel of the Food and Drug Administration was transferred to the Federal Security Agency. The policies and effective enforcement of the federal Food, Drug and Cosmetic Act will be continued by the Food and Drug Administration under jurisdiction of the Federal Security Agency of which Paul V. McNutt is administrator.

### Three creations of Parfums Barou already on market

Already three creations of Parfums Barou, New York, N. Y., have appeared and are about to be put on the market. There are two or three other creations still under study subject to the consensus of expert and other opinion in New York and other American cities before they will be offered to the public. The new creations made their debut at the New York Worlds Fair. Distribution will be started soon in a number of selected stores. The process employed in manufacturing the new perfumes is a compromise between American and continental techniques.

### Plough, Inc., adds 2,942 new accounts in first quarter

In orders received from old customers during the first quarter of this year, Plough, Inc., Memphis, Tenn., reports an increase of 33 1/3 per cent over those received during the corresponding period last year. According to the report, 2,942 new accounts were also put on the Plough books during the first quarter.

### No recognized vitamin designated as vitamin F, F.T.C. claims

There is no recognized vitamin now designated as vitamin F, according to the complaint of the F.T.C. issued to Petalskin Toiletries, Inc., New York, which claimed that its products are rich in vitamin F. The same claim has been disputed before in other cases by the commission.

### Tests under high temperatures used to sell deodorant cream

Tests made under severe climatic conditions are featured in the summer campaign for Yodora deodorant cream made by McKesson & Robbins Inc. The tests indicate how the deodorant proved its value despite high temperatures in Havana, Miami, Fla.; Death Valley, Cal., and other places.

### Albert Wardman joins Fritzsche Quarter of a Century Club

Honoring its first new member in more than a year, Fritzsche Brothers' Quarter of a Century Club celebrated the installation of Albert Wardman with a luncheon at Charles Restaurant on May 13. Despite the ominous date and the fact that he was the Club's thirteenth member, Mr. Wardman had good reason to regard it as one of the luckiest days within his memory.

F. H. Leonhardt as president and presiding officer, presented Mr. Wardman with a substantial government bond as a token of the firm's sincere appreciation of his long and conscientious service. Miss Mary Neary, speaking for the employees, presented the new member with a gold wrist watch.

Other members present besides Mr. Leonhardt, Miss Neary and Mr. Wardman, were W. A. R. Welcke, vice-president and treasurer; George L. Ringel and Ben F. Zimmer, vice-presidents; R. R. Redanz, assistant treasurer; William Barnes, Thomas Coyle, Francis Riley and Mae Caufield.

### Over 200 friends honor Samuel H. Clark on anniversary

In celebration of the fiftieth anniversary of Whittaker, Clark & Daniels, Inc., and in honor of the president, Samuel H. Clark, a testimonial dinner was tendered to him at the Biltmore Hotel, New York, by his associates on the evening of May 3. About 200 friends and members of the staff of Whittaker, Clark & Daniels, Inc., suppliers, customers and competitors were present and the guest speaker was a close friend of Mr. Clark, Hon John A. Matthews of New Jersey.

Samuel H. Clark

Clarence E. Clark was toastmaster and, at the age of 32 years, mastered the situation as a veteran. John A. Franklin, secretary and treasurer, in a brief speech welcomed the guests. The theme of the address by Samuel H. Clark which obviously was spontaneous as the dinner was a complete surprise to him was "Good Will, Tolerance and Friendly Fellowship."

An ingenious gold medal, made from an 1890 silver dollar by Fred Butz, was presented to Mr. Clark as a memento of the occasion.

Mr. Clark is one of the best known men in the industry and for two years served as a member of the executive committee of the Associated Manufacturers of Toilet Articles.

### Soap industry in Canada shows creditable progress

Linseed, corn, soya beans, and many other products of the farm are used by the soap making industry of Canada which includes 109 factories making soaps, washing compounds, or cleaning preparations as their main manufactures. According to the latest available statistics, the production of these works was valued at $18,211,985 in 1938. Forty-six of the plants were engaged primarily in the manufacture of soap, 23 being in Ontario, 11 in Quebec, 5 in Alberta, 3 each in Manitoba and British Columbia and one in New Brunswick. Thirty-five establishments made washing compounds as their main product. Javelle water and hypochloride being the chief items of manufacture. In 28 plants, cleansers are made.

### Charm section in Memphis drug store of tomorrow now open

The drug store of tomorrow is now open in Memphis. It is the Peabody drug store, located in Memphis largest hotel and is owned by United Corp., of which Abe Plough is president. The store is modeled after the futuristic pharmacy exhibited at the Hall of Pharmacy, New York Worlds Fair.

A portion of the store that gets some of the greatest attention, particularly from feminine patrons, is the Charm Section. Under the soft, natural light, milady may examine beauty helps, assisted by trained cosmeticians.

### Volatile oils considered at U. S. Pharmacopoeial convention

At the recent U. S. Pharmacopoeial convention the subcommittee on volatile oils under the chairmanship of Bernard V. Christensen, offered the following papers: "Standards for Oil of Cassia," Dr. Frank D. Dodge; "Proposed Standards for Oil of Chenopodium," W. F. Reindollar, Baltimore, Md.; "New Data on Sandalwood Oils," H. W. Youngken, Boston, Mass.; "Proposed Standards for Oil of Cade," G. V. Branigan, New York; "Volatile Oil of Mustard Synthetic," W. S. Guthman and W. L. Terre, Chicago; and "Oils of Peppermint and Spearmint," L. H. Baldinger, Notre Dame, Ind.

In the section on the preservation and packaging of pharmacopoeial products papers were read by John F. Ross, St. Louis, Mo.; D. B. Strohm, Edgewater, N. J.; S. B. Penick, Jr., New York, and Donald P. Le Galley, Philadelphia, Pa.

Papers read at the section on cerates and ointments included: "Anti-oxidants in Relation to their Preserving Action on Lard," Edward Schuler; "Value of Hydrogenated Castor Oil as an Ointment Vehicle," George Fiero, Buffalo, N. Y.; "Value of Cholesterol in Ointments with Proposed Formula," John Karagulis, Detroit, Mich.; "Rose Water Ointment Type," John Karagulis, Detroit, Mich.; "Study of the Colloidal Sulphur Ointment," Prof. C. O. Lee, Lafayette, Ind.; "Water in Oil Emulsions," J. L. Powers, J. P. Leake, Washington, D. C., and N. H. Furman, Princeton, N. J.; and "Ointment Vehicles for Antiseptics," Louis Gershenfield, Philadelphia, Pa.

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### Pharmacy students visit manufacturing plants

Senior students of the Philadelphia College of Pharmacy and Science on completing their examinations May 18 left for a week of travel to Washington, Indianapolis, Chicago and Detroit, where they visited the plants of Eli Lilly & Co., Parke Davis & Co., incidentally. On their return they visited the plants of E. R. Squibb & Sons and Sharp & Dohme.

### Gracie Allen for president is Lehn & Fink's greatest selling event

The greatest publicity and selling event of the Lehn & Fink Products Corp., New York, N. Y., was ushered in May 14 when Gracie Allen arrived in Omaha to announce her candidacy for president of the United States on the Surprise Party ticket. Platform speeches from the train carrying her from Hollywood to Omaha included a description of the merits of Hinds Honey and Almond cream. The scheme was used to promote the sale of the 49-cent Gracie Allen autographed special, a dollar-size bottle.

### Synthetic tolu and Peru balsam now offered

Ayrton Chemical Co., Inc., suppliers of fine and pharmaceutical chemicals, are now offering a synthetic tolu and also Peru balsam. These do not conform to USP standards but may have interesting applications as perfume agents. Until now only the natural products have been used and there has been a severe shortage of both products since the outbreak of the present war.

The company also announced recently the commercial availability of copper benzoate which may have interesting properties as an antiseptic in pharmaceutical and other preparations.

### Amendments to coal-tar color regulations promulgated

The Department of Agriculture has promulgated regulations under the federal Food, Drug, and Cosmetic Act further amending the regulations published in the Federal Register of May 9, 1939, which deal with the listing and certification of coal-tar colors. The public hearing upon which the revised regulations are based was held on March 11, 1940.

The amendments substitute the short title "Coal-Tar Color Regulations" for the former title of these regulations and add two new coal-tar colors to the list of those found harmless and suitable for use in drugs and cosmetics. These colors, D&C Green No. 8 and D&C Red No. 39, have previously been known under the names "Pyranine Concentrated" and "Alba Red."

### Martin Laboratories open new quarters in New York

Martin Laboratories have opened new laboratories at 107 West 41st St., New York, N. Y., making Kurene.

### Kessler Chemical reorganizes as independent concern

The Kessler Chemical Corp., formerly a subsidiary of American Commercial Alcohol Corp., has been reorganized under the name of Kessler Chemical Co., Inc. The new company is incorporated in Pennsylvania and is headed by Fred E. Loud as president, the other officers being L. W. Wasum, vice-president and technical director; J. Rodman Tompkins, secretary, and David Levin, treasurer.

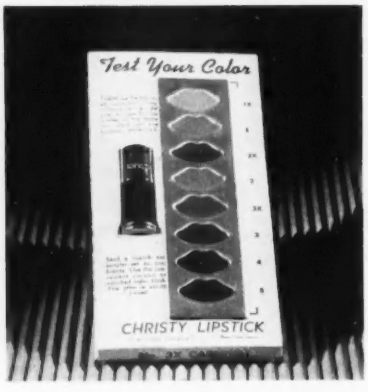
### Rigaud again exhibiting at New York World's Fair

Parfumerie Rigaud, Inc., New York, N. Y., is again participating in the New York Worlds Fair with an exhibit in the rotunda of the World of Fashion.

### Christy lipsticks and color chart offered with Bab-O cleanser

A novel tie-up between cosmetics and a household cleanser is now being featured nationally. Christy lipsticks and color test charts are offered currently in conjunction with a promotion of B. T Babbitt, Inc., makers of Bab-O.

The color test chart contains eight samples of lipstick as well as a full-size Carnival Red lipstick, the newest shade from Christy Cosmetics, Inc. The lipstick is the regular dollar size and is presented in a black plastic and nickel case. The samples of lipstick, enough for several applications, are numbered so that the user, upon determination of the desired color, may order refills by specifying the number for the particular shade.



Lipstick, color chart offered in promotion

The chart and lipstick are packed in a featherlight cardboard case, thus expediting shipment.

This promotion is being featured on a national radio program.

### Barbasol Co. introduces deodorant for women

The Barbasol Co., Indianapolis, Ind., is introducing a new cream deodorant "Per-Od-Ex" for feminine use. Hitherto the company has manufactured shaving products for men only.

### Fined for selling tartaric acid below standard

For selling below standard tartaric acid which was in fact tartar emetic, a poisonous substance, the American Cyanamid & Chemical Co., New York, N. Y., was fined in a criminal action brought by the Food & Drug Administration, according to its monthly summary of criminal actions terminated.

### Michigan Allied Association schedules party June 15

The annual summer party of the Allied Drug & Cosmetic Assn. of Michigan is to be held at Beach Grove Country Club, Tecumseh, Ontario, Canada, June 15. The evening has been designated as International Night.

### An average day in an average drug store

A picture story of an average day in an average drug store is given in the May issue of *Contact*, the cleverly edited house organ of the Nyal Co., Detroit, Mich.

The data shows: 250 customers come in and spend 25 cents each. Of these, 213 have been customers for more than 2 years; 20, from one to two years; and 12, for less than one year.

They spend at the fountain $14; for packaged medicines, $13; for tobacco, $10; for prescriptions, $9; for toiletries, $8; for sundries, $4; for candy, $3 and in the photo dept., $2. There is taken in $63, of which $43 goes for merchandise cost and $18 for operating cost, leaving only $2 net profit.

### Ciro's perfume bar offered free to charity balls

A perfume bar which is offered at no cost to charity balls and other social events of this type is one of the promotion schemes being used currently by Parfums Ciro. The perfume bar is installed in the powder room and an at-

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We are offering three concentrates, one for oils and creams, one for alcohol lotions and the third for water-soluble lotions. Each is effective. Finished products containing the required percentage have been subject to a spectrophotometric test by independent authorities and a chart showing the results, as well as formulae, will be furnished to responsible houses.

Prices and percentages to be used are:

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| For oils and creams . . | 20% . . | 65c lb. |
| For alcohol lotions . . . | 20% . . | $1.00 lb. |
| For water-soluble lotions . | 6½% . . | $1.00 lb. |

Trial lots will be supplied at these prices.

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Velizar Bagaroff Otto of Rose is again available in all markets under his own label. This quality product is especially worthy of your consideration.

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tendant is present during the evening to acquaint each guest with the various scents and effective ways to apply them.

## Obituaries

### Arthur P. Bopf

Arthur P. Bopf, founder and president of the Bopf-Whittam Corp., Linden, N. J., born in Elizabeth, N. J., and living there his entire life, died at his home, 253 Stiles St., May 12, following a week's illness. He was 64 years of age.

Arthur P. Bopf

Following his graduation from a college of chemistry in Newark, N. J., studying under Professor Drescher, Mr. Bopf started working for one of the Standard Oil subsidiaries where he worked for 19 years specializing in wool greases; and he also was employed for ten years by Alden S. Swan Co. as secretary and plant manager specializing in wool greases and vegetable oils of a wide variety.

It was during the World War in 1914 when curtailment of foreign shipment made importation of lanolin virtually impossible that Mr. Bopf founded his own process for the refining of lanolin and introduced its production in this country, being the first producer of lanolin in the United States, starting in business in 1914 in a small plant in Elizabeth, N. J. In 1925 the corporation moved to a larger plant in Westfield, N. J., and in 1937 Mr. Bopf erected the largest and most modern lanolin manufacturing unit in this country in Linden, N. J., where the company is now located.

His accomplishments were the reward of persistence and earnestness to give to his consumers a product unsurpassed, acquired through his continued study and knowledge of the product with which he worked and the corporation will be continued on under the same personnel and principles as established by their late founder.

### Edward Bischoff

Edward I. Bischoff, president of Ernst Bischoff Co., Inc., Ivoryton, Conn., died May 25 after a three-day illness at the age of 30 years. He was striken aboard his yacht while returning from Florida. He was also vice-president of the Edward Ermold Co., New York, and owned the Essex Marine Basin. He is survived by his widow and two children.

## Trade Jottings

La Cross offers three new nail polish shades, Sail Red, Red Sand and Pirate Red. These are called "Beachcomber" colors. Sail Red has a hint of blue. Red Sand is a deep brown red and Pirate Red is a deep tropical shade.

Parfums Ciro, Jay Thorpe and Udall Ballou coordinated perfumes, fashions and jewels for the "Accent on Glamour" fashion show at the Hotel Plaza, New York, N. Y., May 23. Three original Jay Thorpe evening gowns, named for three Ciro perfumes, Reflexions, Surrender and Danger, were featured at the show. The Ciro Blackamoor, a little negro boy garbed in oriental costume, paraded on the runway before each mannequin, carrying a bottle of perfume which was chosen to harmonize and blend with the costume. The firm announces that the Ciro Blackamoor will be offered as a courtesy to other important fashion events held in hotels and clubs.

Primrose House launches Red Rouge make-up which is available in lipstick, dry rouge and cream rouge. It is suggested for wear with summer whites, sheer blacks and prints.

Kathleen Mary Quinlan styled the make-ups and coiffures for the Fashion show, June 6th, at the Ritz-Carlton, New York, N. Y., which was sponsored by Fouke Fur Co., St. Louis, Mo. American designers presented the newest in fashions, colors and fabrics.

Elmo announces that its lipsticks are "climatized" to aid in protecting lips from sun, wind and weather. For those who plan to spend time in the sun, there is a lipstick with a special sunscreen; for those who plan to be in a windy climate, Elmo announces it has a lipstick with a special ingredient to help guard lips from chapping and peeling. Elmo creme rouge and eyeshadow are also "climatized" in shades to complement the lipsticks, including the newest shade, Two-Lip Red.

The George W. Luft Co., Inc., introduces Tangee's new shade, Red-Red. It is available in lipstick, compact and creme rouge. Tangee is supporting the new item with full page color advertising in national magazines and coast-to-coast dealer cooperative ads.

Ross & Rowe Laboratories, distributors of Sombrero Sun Shade, have brought it out in a smaller size. Introduced last year in Florida, the product, which is said to screen out 98 per cent of the sun's burning rays, made headway in sales. The same gay colors are used for the label and cap.

Lentheric in celebrating June is distributing decorated cards on which a gift vial of Rose perfume is tied.

Coty announces Tamale as its new make-up for wear with suntan. It is available in lipstick, powder and rouge.

The House of Westmore announces that it has added a mascara to its line of cosmetics. The two colors, black and brown, are available in two sizes.

Corday announces La Promesse, a new fragrance which is available in both perfume and cologne. The firm's petal-shaped bottles, the elongated type for the cologne, are used in packaging.

Dorothy Gray adds a new odor, Sweet Spice, to her hot weather colognes. The others are Rose Geranium Bouquet, Jasmin Bouquet and Natural. These come in a 12-ounce size.

Elizabeth Arden used satin masks to harmonize with and highlight three original creations shown at fashion preview May 23, which was sponsored by the Merrimack Manufacturing Co. at the Hotel Plaza, New York, N. Y.

Daggett & Ramsdell in celebration of its 50th anniversary has redesigned its whole line including bottles, boxes, jars, labels and caps. The Victorian period provided the inspiration for the new packages.

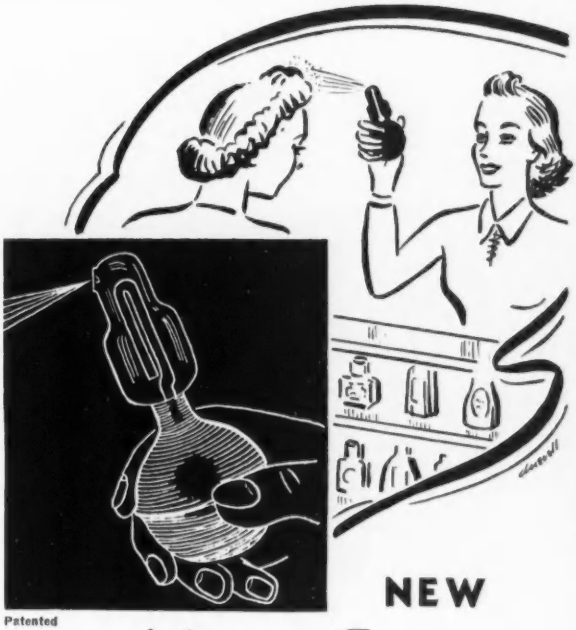
Vi-Jon Laboratories, Inc., manufacturers of Sta-Bac Brilliantine, are presenting it in a redesigned bottle by Owens-Illinois Glass Co.

Orloff's American Blossom sachet ball in red and white and blue is scented with a new sachet perfume of that firm, called "American Blossoms" and said to be a blend of early garden flowers. The balls are packed in red, white and blue boxes.

Shulton, Inc., adds three new packages to its Early American Old Spice line of men's toiletries. These include a men's cologne and after shave lotion in eight-ounce pottery containers as well as a combination set of after-shave lotion and talcum.

Shulton, Inc., announces it will repeat its Early American Old Spice fantalc promotion of last summer on a much larger scale this year, with a national advertising campaign using 192 newspapers in addition to national magazines. During the summer, Shulton gives to each purchaser of talcum, a fan token. Fan-shaped broadsides have been sent to dealers.

Doraldina Cosmetics now restores to its line the preparation formerly known as Creme of Life. It is now called Special Formula and comes in two sizes.



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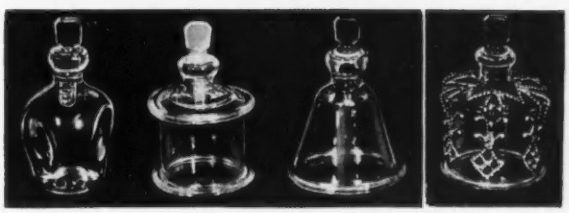
**ASSURES UNIFORM APPLICATION**
***Of Lacquers, Perfumes, Brilliantine, Waving Lotions, Scalp Preparations***

A superior atomizer—because it sprays a fine, even "mist" . . . no matter whether the liquid be light, medium or heavy.

The spray is made of all glass, and has a wide mouth which makes it easy to clean. And each spray is rigidly inspected and *guaranteed* to work accurately.

***IDEAL FOR COMBINATION DEALS***
***Our "mist" sprays will sell your "large sizes" faster—because they give you something new and practical to offer your customers in a combination deal.***
**Write today for our quantity prices!**



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***WITH GLASS SCREW STOPPERS***
***(Patented)***

We specialize in designing unique miniatures to suit individual merchandising needs. And our stock includes a wide variety of original designs and shapes. Our patented "Interchangeable Screw Stoppers" are featured for an air tight fit.

Stoppers are available in clear flint and colored glass. Prices and samples will be sent upon request.

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Scientific Glass Products • Glass Containers & Novelties

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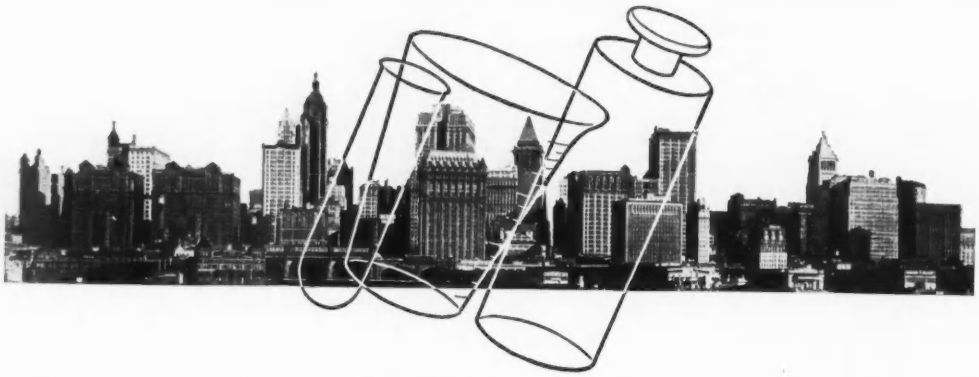

# War Upsetting All Markets

IN VIEW of international developments, essential oils, aromatic chemicals and various other raw materials displayed a nervous tone over the past month. Next to the invasion of the low countries, the tense situation in Italy gave the most concern. Many articles which come from the Dutch East Indies showed signs of strengthening since there appeared to be some question concerning available steamer space.

The market as a whole was very much upset. Quick moving developments abroad caused suppliers to change their ideas concerning prices almost hourly. Fears of a cessation of shipments from the Mediterranean region prompted suppliers to warn buyers against any unnecessary withdrawals or purchases. Local houses were scrutinizing every order and quotations on certain articles were withdrawn pending further developments in the European picture.

### Month's Prices Higher

The past month brought sharply higher prices, especially on those materials which had been supplied by Belgium and Holland. Italian products such as orris root, bergamot oil, orange and lemon all displayed considerable strength.

Higher war risk rates, freight rates and the rapid fluctuations in exchange made it difficult for local houses to do business. Shortage of many items will doubtless develop as the war continues and the dependence of future supplies will have to be placed on substitutes where present spot stocks are not sufficient for requirements.

All orange flower oils displayed a decidedly firmer tone. Neroli was sharply higher and rose also displayed a hardening trend. Advices received here indicated that the flower crops in Southern France have suffered considerably from the cold weather. Moreover, there is much uncertainty concerning production of these oils since a good part of the manpower has been called for service in the nation's armed forces.

### Synthetic Products Available

In the case of Italian oils, lemon and orange can be replaced with similar articles now produced in California. For many years we were entirely dependent on our source of menthol from Japan but today the article is made synthetically. Synthetic lavenders are available, which have been found to be equal to those of many of the commercial lavenders offered.

Surrender of the Netherlands to Germany ended exports of caraway and carvol from that country. In addition, mace and nutmeg oils obtained from raw materials in that area scored advances.

Much progress has been made in the development of our aromatic chemical industry over the past ten years or more, yet added costs and a complete cessation of shipments of certain raw materials may later force manufacturers to readjust prices.

### Citric Acid at New Low

Arrival of the summer will bring a gradual improvement in those oils and specialties which go into the soft drink and ice cream trades. Lemon, orange, and lime oils, citric acid, sodium benzoate and various fruit flavors are among the many items that will share in this activity. Present prices on citric acid are at the lowest level in the history of the industry and assurance has been given that no higher prices will prevail during the present season.

From September 1939 to March this year, exports of essential oils increased substantially compared with the corresponding 1938-39 period. In the 1939-40 period, exports of such products aggregated 1,511,135 pounds against 1,040,715 pounds in the corresponding months of 1938-39; and the invoice value recorded for shipments during these periods rose from $1,445,000 to $2,334,650. a gain of 61 per cent. Exports of mint oils during these periods, mainly peppermint, increased in quantity from 213,800 to 297,000 pounds and the value rose from $512,270 to $773,400, a gain of 52 per cent. Many countries which had formerly been dependent on Germany for raw materials are looking to the United States for various oils and chemicals which go into the manufacture of toiletries, soaps and perfumes.

### Gum Prices Advance

Among other developments of interest over the past month were advances in Sumatra benzoin gum, balsam copaiba and a slightly better tone in gum Arabic. Both Arabic and Sumatra benzoin will cost more to import and those with spot supplies do not seem very anxious to sell at present prices. Prices on balsam copaiba were moved higher on reports from the source indicating that stocks were getting low.

No changes were noted in glycerine. Domestic consumption of refined is continuing along at a good pace. Crude displayed a firmer tone at times as the result of fair sized export orders.

**LABORATORY CONTROLLED**

A CORNER OF OUR ANALYTICAL LABORATORY

## BERGAMOL $2.25 lb.

- Due to the unprecedented high prices which Bergamot Natural has recently reached, and due to scarcity of spot stocks, BERGAMOL has found an even greater popularity and use.
- BERGAMOL is a perfected Bergamot substitute and may be used to replace the Natural Bergamot in its entirety—in all of its uses—at a great saving.

## P. R. DREYER Inc.

119 WEST 19TH ST., NEW YORK, N. Y.

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## *Hand Made Perfume Specialties*

Illustrated here are three of our large line of beautiful Crystal glass bottles. No metal touches these exquisite hand made specialties which are fire polished and well annealed.

No. 124 Rameses Shaped Bottle

No. 114 Plain Decantor Bottle

No. 110 Jug Shaped Bottle With Handle Attached

Write for samples and prices on our standard line; or, if the quantity is large enough, we can make to order many special shapes which we would retain for your needs.

## GLASS PRODUCTS CO.

GLASSWARE

VINELAND • NEW JERSEY

## *geraniol*

PURE EXTRA

★ Water white and ideal for the perfumer

*Samples on request*

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| FACE POWDERS | SHAMPOOS |
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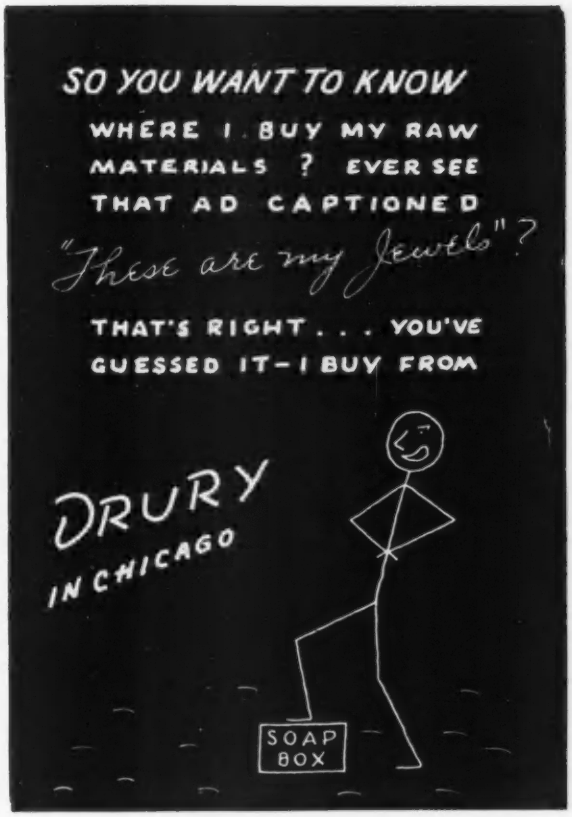
*Your inquiries are invited*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WHERE I BUY MY RAW MATERIALS ? EVER SEE THAT AD CAPTIONED
"These are my Jewels"?
THAT'S RIGHT . . . YOU'VE GUESSED IT—I BUY FROM
DRURY
IN CHICAGO
SOAP BOX

School of Pharmacy
University of ...

(Continued from p. 74)

| | | |
|---|---|---|
| Phenylpropyl Alcohol | 5.25@ | 8.50 |
| Phenylpropyl Aldehyde | 8.25@ | 11.00 |
| Rhodinol | 5.50@ | 6.50 |
| Safrol | 1.00@ | |
| Santalyl Acetate | 20.00@ | 22.50 |
| Skatol C. P. (oz.) | 6.00@ | 10.00 |
| Styralyl Acetate | 6.75@ | 10.00 |
| Styralyl Alcohol | 10.00@ | 14.00 |
| Terpinyl Acetate | .80@ | 1.20 |
| Terpineal, C. P. | .26@ | .40 |
| Thymene | .45@ | |
| Thymol | 1.50@ | 1.70 |
| Vanillin (clove oil) | 2.60@ | 2.75 |
| (guaiacol) | 2.50@ | 2.65 |
| Pure, crystal | 2.10@ | 2.25 |
| Vetivert Acetate | 23.00@ | 28.00 |
| Violet Ketone Alpha | 5.00@ | 10.00 |
| Beta | 5.50@ | 8.00 |
| Methyl | 5.25@ | 8.00 |
| Yara Yara (methyl ester) | 1.50@ | 1.75 |

**BEANS**

| | | |
|---|---|---|
| Tonka Beans, Surinam | .80@ | .85 |
| Angostura | 2.40@ | 2.65 |
| Vanilla Beans | | |
| Mexican, whole | 6.50@ | 6.75 |
| Mexican, cut | 6.00@ | 6.25 |
| Bourbon, whole | 6.00@ | 6.50 |
| South American | 6.25@ | 6.50 |

**SUNDRIES AND DRUGS**

| | | |
|---|---|---|
| Acetone | .06¼@ | .08¼ |
| Almond meal | .25@ | .27 |
| Ambergris, ounce | 20.00@ | 22.00 |
| Balsam, Copaiba | .35@ | .36 |
| Peru | 1.00@ | 1.15 |
| Beeswax, white | .36@ | .38 |
| yellow | .24½@ | .26 |
| Bismuth sub-nitrate | 1.48@ | 1.50 |
| Borax, crystals, carlot, ton | 48.00@ | 58.00 |
| Boric acid, ton | 125.00@ | 140.00 |
| Calamine | .18@ | .20 |
| Calcium, phosphate | .08@ | .08¾ |
| Phosphate, tri-basic | .09@ | .10 |
| Camphor | .87@ | .92 |
| Castoreum | 15.00@ | 20.00 |
| Cetyl Alcohol | .95@ | 1.75 |
| Pure | 1.75@ | 2.15 |
| Chalk, precip. | .03½ | .06½ |
| Cherry laurel water, din. | 4.75@ | 5.25 |
| Citric Acid | .21@ | .21½ |
| Civet, ounce | 6.75@ | 8.50 |
| Clay, Colloidal | .07@ | .15 |
| Cocoa butter lump | .15@ | .25 |
| Cyclohexanol (Hexalin) | .30@ | .50 |
| Fuller's Earth, ton | 15.00@ | 33.00 |
| Glycerine, C. P. drums | .12½@ | .15¼ |
| Gum Arabic, white | .25@ | .30 |
| Amber | .09½@ | .10½ |
| Gum Benzoin, Siam | 1.50@ | 1.70 |
| Sumatra | .20@ | .21 |
| Gum galbanum | .98@ | 1.15 |
| Gum myrrh | .47@ | .60 |
| Henna powd. | .15@ | .19 |
| Kaolin | .03@ | .05 |
| Labdanum | 3.25@ | 5.00 |
| Lanolin, hydrous | .29@ | .32 |
| anhydrous | .30@ | .33 |
| Magnesium, Carbonate | .09@ | 10¾ |
| Stearate | .24@ | .27 |
| Musk, ounce | 21.00@ | 28.00 |
| Olibanum, tears | .16@ | .33 |
| siftings | .09½@ | .12 |
| Orange flower water, gal. | 1.50@ | |
| Orris root, powd. | .22@ | .29 |
| Paraffin | .06¾@ | .09¼ |
| Peroxide | 1.10@ | 1.75 |
| Petrolatum, white | .06¼@ | .08½ |
| Quince seed | 1.20@ | 2.00 |
| Rich starch | .08@ | .09½ |
| Rose leaves, red | 2.50@ | 2.85 |
| Rose water, din. | 4.75@ | 5.00 |
| Rosin, M. bbls. | 6.40@ | |
| Salicylic acid | .35@ | .40 |
| Saponin | 2.10@ | 2.75 |
| Silicate, 40°, drums, works, 100 pounds | .80@ | 1.20 |
| Soap, neutral white | .20@ | .25 |
| Sodium, Carb. 58% light, 100 pounds | 1.35@ | 2.35 |
| Hydroxide, 76% solid, 100 pounds | 2.60@ | 3.75 |
| Spermaceti | .22@ | .24 |
| Stearate zinc | .24@ | .26 |
| Styrax | .55@ | .85 |
| Tartaric acid | .39¾@ | .40¼ |
| Tragacanth, No. I | 2.65@ | 2.80 |
| Triethanolamine | .34½@ | .42 |
| Violet flowers | 1.65@ | 1.85 |
| Zinc oxide, U. S. P. bbls. | .09½@ | .15 |

**OILS AND FATS**

| | | |
|---|---|---|
| Castor No. 1, tanks | .12½ | Nom'l |
| Cocoanut, Manila Grade, tanks | .03⅜@ | |
| Cocoanut Oil, tanks | .07@ | |
| Corn, crude, Midwest mill, tanks | .06@ | .06⅛ |
| Corn Oil, distilled, bbls. | .08⅝@ | .08¾ |
| Cotton, crude, Southeast, tanks | .05 | Nom'l |
| Grease, white | .04⅜ | Nom'l |
| Lard | .05⅞@ | .09¼ |
| Lard oil, common, No. 1 bbls. | .08@ | |
| Palm, kernel, bulk, ship | Nominal | |
| Palm, Niger, casks | .04½@ | |
| Peanut, refined, barrels | .09@ | .09¼ |
| Red Oil, distilled, tanks | .07@ | |
| Stearic acid | | |
| Triple pressed | .13¼@ | .14¼ |
| Saponified | .13½@ | .14½ |
| Tallow, acidless, barrels | .08@ | |
| Tallow, N. Y. C. extra | .04⅜@ | |
| Whale oil, refined | .09⅛@ | |

## Synthetic organic chemical sales show marked increases

The United States Tariff Commission has issued a preliminary report on United States production and sales in 1939 of synthetic organic chemicals. The report includes statistics of production and sales of coal-tar intermediates, coal-tar dyes, other finished coal-tar chemicals and synthetic non-coal-tar organic chemicals.

The report indicates that 1939 sales of all synthetic organic chemicals valued at $381,917,000 were more than in any preceding year and exceeded by 38 per cent sales in 1938, a year of poor chemical sales. The increase in coal-tar chemicals was 41 per cent and in non-coal-tar synthetic organic chemicals 36 per cent. Factors that contributed to the peak activity in 1939 are improved business conditions, building up of inventories by both producers and consumers, and increased exports particularly in the last quarter.

Production figures are considerably larger than those of sales since a large part of the total output of synthetic organic chemicals is consumed in further processing by the producing companies. The 1939 increases over 1938 in production for the more important groups were: Intermediates 51 per cent, dyes 47 per cent, coal-tar medicinals 25 per cent, coal-tar resins 68 per cent, and all non-coal-tar synthetic organic chemicals 24 per cent. Copies of the report may be obtained from the United States Tariff Commission, Washington, D. C.

## T. G. A. suggests methods of labeling combination packages

The Toilet Goods Assn. in bulletin 218 makes the following suggestions for labeling combination packages:

When two or more cosmetic items are packed in a combination set or package so that the contents cannot be clearly seen without opening the outer container, it is necessary that a list of the items, together with the net contents of each item, appear conspicuously on the label of the outer container.

For example, a gift set consisting of one 2 oz. bottle of perfume, one 4 oz. bottle of toilet water, one 4 oz. box of dusting powder, should bear conspicuously on the outside of the box a label reading substantially as follows:

"Contains:
1 perfume, 2 fl. oz.
1 toilet water, 4 fl. oz.
1 dusting powder, 4 oz. av."

In cases where several packages of cosmetics of the same kind are packed in a combination box and the net contents of each of the small containers is exempt because of its size from the contents labeling provisions of the Act, the outer container must still bear a label stating the number of items and the total net contents.

For example, if four ½ dram (1/16 fl. oz.) bottles of perfume are packed in a single container, such container must bear a label reading substantially as follows:

"Contains:
4 bottles of perfume,
total contents 2 drams (¼ fl. oz.)"

Where cosmetic items and items which are not cosmetics are packed together in a box, it is required that the cosmetic items only be listed on the label of the outer container.

The Board of Standards recommends, however, that all of the items whether cosmetic items or not be so listed if space is available for listing them.

*Example:* A bath set consisting of one bar of soap, one 4 oz. package of dusting powder, one 4 oz. bottle of toilet water and one bath brush, *must* bear a label giving the following information:

"Contains:
1 dusting powder, 4 oz. av.
1 toilet water, 4 fl. oz."

It is preferable that this label also contains the words, one cake of soap, one bath brush.